

ANALYSING ONLINE MEDIA

TERM	DEFINITION
Accessibility	The degree to which that Web site is usable by people with disabilities
Anchor	Internal link or bookmark on a web page. An anchor is a link that links within the same page of the document
Attribute	A part of an element that provides additional information about that element.
Backlink	A link coming from another website to your own.
Bad neighbourhood	Any website that uses any dirty tricks to try and increase their site's rankings or do harm to users. These include spamming and installing viruses or malware.
Below the Fold	The fold in web design is the position on a web page where the majority of browsers viewing the page will begin to scroll. Elements that are positioned "below the fold" are not seen when the page first loads
Bread Crumb Trails	A method for providing ways to navigate through a website. The breadcrumb trail shows where users are, how they got there, and how to move back to places they have been.
Favicon	A small graphic that is associated with a page or Web site
Focal Point	The point of the Web page where the eye is drawn to
Funnelling	Channelling or focusing of attention through choice of options on website
Hyperlink	Highlighted text images that connect that connect to internal and external documents or webiste
Nesting	Placing one element inside another
Usability	The extent to which a website is easy for customers to use
White Space	The empty spaces in a design, it is used to separate disparate design elements and group similar ones.
Idealisation	The image is better than real.
Decontextualisation	Components are removed from the expected context and used elsewhere

This glossary is only skimming the surface when it comes to understanding the elements of Web Design You can find a number of more detailed and specialised glossaries relating to web design can at the [Smashing Magazine Website](#)

ANALYSING AN IMAGE

TERM	DEFINITION
Font	Style of writing or typeface.
Colour	Different colours suggest different emotions and evoke different emotions and thoughts. Colour is often symbolic and is culturally specific
Vectors	The lines in a photograph, painting or picture that draw the eye to a particular object or person.
Layout	The spatial arrangement of print and graphics on a page or screen, including size of font, positioning of illustrations, inclusion of captions, labels, headings, bullet points, borders and text boxes.
Saliency	<p>Saliency refers to the feature in a composition that most grabs your attention</p> <ul style="list-style-type: none"> ▶ Placement: usually an image becomes "heavier" if placed towards the top or left. ▶ Colour ▶ Size ▶ Focus ▶ Distance ▶ A combination of these things.
Reading Path	A reading path is the path you take through a visual text. The path moves from the most salient to the least salient elements.
Compositional Axis	<p>Vertical axis</p> <ul style="list-style-type: none"> ▶ The left is known or given; ▶ The right is new or unknown.
	<p>Horizontal axis</p> <ul style="list-style-type: none"> ▶ The upper section is ideal ▶ The lower elements are real
Centre	<ul style="list-style-type: none"> ▶ Images here are the nucleus or most important information. ▶ The margin images are subservient or less important
Framing	Elements in a layout can be disconnected and marked off from each other or connected. If elements are cut off from one another they are strongly framed.
Gaze	<p>Demand: subject looks out of the image at the responder. This establishes a connection between subject and viewer.</p>
	<p>Offer: The figure looks away. The viewer is a detached onlooker.</p>
Point of View	<p>Subjective Viewpoint</p> <ul style="list-style-type: none"> ▶ The viewpoints come from the vertical and horizontal angles ▶ A high angle gives the viewer a sense of power. ▶ A low angle makes the viewer feel powerless ▶ A straight angle creates an equal power relationship (eye to eye)
	<p>Objective viewpoint: The viewer is not drawn into involvement with the image. Meaning comes from the symbolic connection made by the reader.</p>
Social Distance.	<ul style="list-style-type: none"> ▶ A close up is intimate ▶ A medium shot is close ▶ A whole figure framed is close. ▶ A long shot is far social distance
Lighting	<p>Lighting creates mood</p> <ul style="list-style-type: none"> ▶ Shadows may suggest concealment or fear and despair ▶ Light, hope and inspiration. ▶ Soft light, romance.
Modality/credibility	Lowest modality graphics are the least real. Highest modality is most real.
Idealisation	The image is better than real.
Decontextualisation	Components are removed from the expected context and used elsewhere

ANALYSING A TEXT

TERM	DEFINITION	EXAMPLE S
Modality	Modality is the selection of words used to express how definite we are about something. It can express from being uncertain (low modality) to very certain (high modality). It is used when we are discussing a point of view.	<i>Click the 'What's the Story?' button whenever you want to find out more about the stories behind this game.</i>
Imperative	A sentence that gives directions or seeks an active response.	
Coherence	Structured so that a reader can make sense of the entire text	<i>Read through the stories and background information of the game and note the repetition of the word 'workers' rather than 'employees'. This repetition emphasises the Socialist connotations of the word and has connotations more fitting to the author's purpose.</i>
Lexical cohesion	Cohesion describes the way in which a text is tied together by linguistic devices. The use of word associations to create links in texts. For example repetition of words, pronouns, synonyms, antonyms and words that are related by class and subclass.	
Ellipsis	The omission of words. Achieved by leaving words out, using punctuation or substituting pronouns.	<i>Use this example (in which the second sentence begins with an omission of "This game tells the story of...") which has the effect of increasing dramatic tension.</i> <i>This game is a response to the stories of factories and workers from around the world. Factories that produce the products we buy.</i>
Grammatical theme	The main idea or expression in a text. Occurs both within a clause and across a text.	<i>In the section 'A Beginner's Guide', the words "With", "Unfortunately" and "These" are all used to start sentences and connect ideas to each other.</i>
Text connectives	Words that link paragraphs together and show logical relationships of time, cause and effect, comparison or addition. Connectives relate ideas to one another and help show the logic of information.	
Superlatives	Form of adjective or adverb which expresses the degree or extent of a quality.	
Abstract Nouns	Words for things that can't be expressed through any of the five senses.	
Classification and generalisation	Grouping like things or noting similarities between things in order to build specialist knowledge.	
Nominalisation	Forming nouns from verbs or adjectives. Also forming nouns phrases from clauses.	