

Irvine Royal Academy—Technical Department

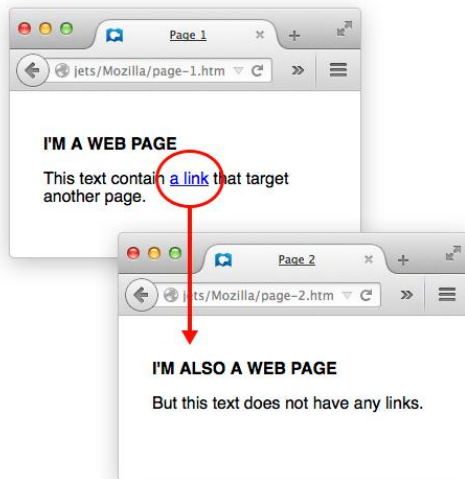
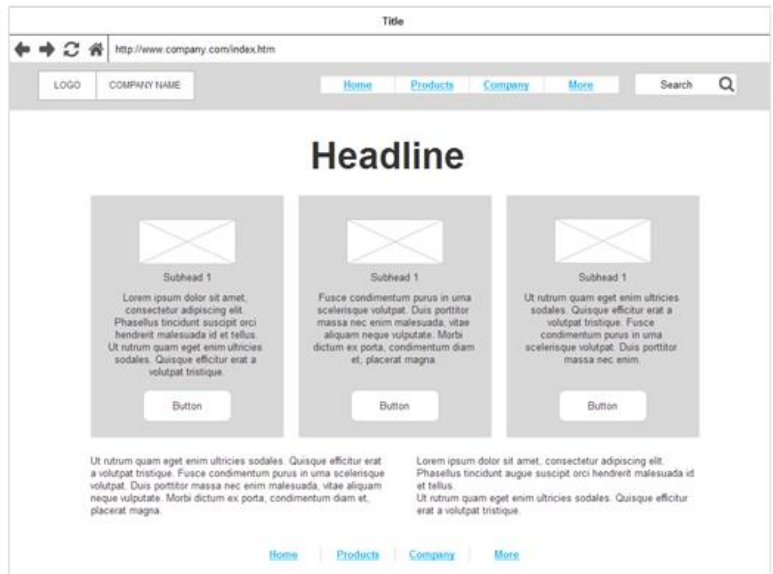
Graphic Communication—Advanced Higher

Website Theory

A variety of Desk Top Publishing terms need to be learned for Advanced Higher Graphic Communication. This Study Sheet gives details on some of these.

Website Wireframe

A website wireframe is a visual prototype of a web page that focuses on content, layout, and behaviour. It usually doesn't include any styling, colour, or graphics. It's like a blueprint to a house that shows the plan for plumbing and electricity without the interior design. A website wireframe can also show the relationship between pages, allowing you to navigate between a series of mockups with clickable components. A wireframe is constructed using basic boxes, lines, and other shapes to create an outline of the functional parts of a web page without wasting time creating an intricate, polished design. It's often the first step in the website design and web development process. It is like a template that will be used on each page, to ensure consistency in layout, size of image, typefaces, etc. They are also used to check that a website works before it is filled with content.



Hyperlinks

Hyperlinks are methods whereby you can jump from one part of a website to another, or go to a different website altogether. They usually appear as blue underlined text on the website, but this is not necessary. The link will have a hidden address which tells the website where you wish to go, for example a link that just says this—**LINK** may actually have an address like this—https://developer.mozilla.org/en-US/docs/Learn/Common_questions/What_are_hyperlinks
Internal Links keep you in the same website, whereas **External Links** take you to a different website. An **Anchor** works like a link, but it takes you to a different part of the same page on a website, often seen as **Back to Top**, etc.

Hot Spots

Hotspots are areas on a website that the user can click to take them to different pages, etc. Sometimes they open **Pop-ups** on page, eg a piece of additional text. They are usually things like **Buttons** or **Graphics**. The hotspot area can be circular, rectangular, or irregular, and have hidden web addresses in them, much like hyperlinks. **Adverts** often have hidden hotspots to take you to their own website. The image to the right shows where some hotspots could be on the page, highlighted in red.

