Multimedia Glossary

- **AIFF:** Audio interchange file format - an uncompressed audio file format developed by Apple.

- **Blog:** A regularly updated website or webpage, typically run by an individual or group.

- **Browser:** The program a website visitor is using to view a website. Google Chrome, Firefox

- **CSS or Cascading Style Sheets:** language used to change the look and functionality of websites.

- **Codec:** A program that encodes or decodes digital information. They are used to create or read audio and video files.

- **Compression:** A method of reducing file sizes, particularly in digital media such as photos, audio and video.

- **Content:** the information presented within a website or blog.

- **CMS or Content Management System:** backend tool for managing a site's content that separates said content from the design and functionality of the site

- **Domain:** The domain is the name by which a website is identified. The domain is associated with an IP address

- **HD:** High definition.

- **HTML:** Stands for Hypertext Mark-up Language. It's the primary language used to write web pages.

- Hyperlink: A hyperlink is a link from one web page to another, either on the same site or another one.

- **MP3:** A standard audio file format which uses lossy compression. Compatible with most media players. Designed by the Moving picture experts group - layer 3.

- **Open source:** A model for creating technology that promotes free access to its design and makes it free to share.

- **Pixel:** the basic unit of programmable colour on a computer display or in a computer image.

- **Plugin:** A plug-in is a bit of third party code that extends the capabilities of a website. It's most often used in conjunction with a CMS or blogging platform.

- **Post:** A single unit of content on a blog, made up of a title and text.

- **Raster:** Image made of pixels so it can be styled more but loses quality when made bigger Example: photo

- **Resolution**: The physical number of pixels displayed on a screen.

- **SD:** Standard definition.

- **Sidebar:** One or more columns generally found on the side of most blogs and contain plugins.

- **Social Media:** websites and applications that enable users to create and share content or to participate in social networking.

- **Streaming:** Data that is sent in pieces. Each piece is viewed as it arrives, eg a streaming video is watched as it downloads.

- **Template:** A template is a file used to create a consistent design across a website. Templates are often used in conjunction with a CMS.

- **Uncompressed:** A file which has not had any data removed through compression.

- **URL:** Stands for Uniform Resource Locator. A site's URL is its address, the item that specifies where on the Internet it can the found.

- **Vector Image:** Instead of using pixels to represent images, vectors use lines and shapes. Because they do not rely on pixels, enlarged vector images still maintain image clarity and quality.

- **WAV:** An uncompressed audio file format developed by Microsoft.

- **Web Server:** A web server is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to internet users located elsewhere.