Cheeky Monkey's Dictionary of Tech Terms

CHEEKY MONKEYMEDIA™

STANDARD TERMS

API

An application program interface (API) is a set of routines, protocols, and tools for building software applications. Basically, an API specifies how software components should interact. How handy is that?

BACKLOG

The product backlog, a list of requirements that is maintained for a product developed using the Scrum methodology.

SCRUM

Scrum is an agile way to manage a project, usually software development. Agile software development with Scrum is often perceived as a methodology; but rather than viewing Scrum as methodology, think of it as a framework for managing a process.

BLOCKER

This means there is a problem that is so big that work has stopped until we find out answers; typically a blocker is waiting on feedback on direction or help from a client or tech lead.

CMS

CMS stands for "Content management system" (like Drupal or WordPress). It is a platform that lets regular people manage, edit and change content on their website without needing a developer.

DATABASE

A database is a collection of information that is organized so that it can be easily accessed, managed and updated.

DELIVERABLES

Deliverables define something that a developer promises to deliver to a client during a project. This could be a site map, a design, a content strategy, etc.

DRUPAL

Drupal is a free, open-source content management framework (CMF) with a large, supportive community. It's used by millions of people and organizations around the globe to build and maintain their websites.

WORDPRESS

WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most popular blogging and website content management system (or CMS) in existence today.

HTML

Hyper Text Markup Language. It is the standard and most basic language used to create web pages.

IE

Internet Explorer - IE is one of the original web browsers/programs through which people can get on the internet. IE is typically not favored by most developers, and tech savvy users, as it is difficult to work with, and the tools & features are limited.

IP

An Internet Protocol address (IP address) is a numerical label assigned to each device (e.g., computer, printer) participating in a computer network that uses the Internet Protocol for communication

KPI

Key Performance Indicators - This can be anything that a company deems are relevant statistics to track in order to gauge success, sales, production, etc. Usually, KPIs will have specific goals that the company will want to achieve.

PDF

PDF stands for "Portable Document Format". It's used to present documents to other people, regardless of their software, hardware or computer operating systems.

PHP

PHP originally stood for Personal Home Page, but it now stands for the recursive backronym PHP: Hypertext Preprocessor. It is probably the most popular scripting language on the web. It is used to enhance web pages to put it simply.

PM

PM is for Project Manager. In web development circles, the PM is responsible for collaborating with clients, managing developer resources, and planning the project so that deliverables and deadlines are met.

SCOPE

This is the definition of the work we have agreed to produce within a set of hours purchased and agreed to.

SPRINTS

In the Scrum method of agile software development, work is confined to a regular, repeatable work cycle, known as a sprint or iteration. In by-the-book Scrum, a sprint is 30 days long, but many teams prefer shorter sprints, such as one-week, two-week, or three-week sprints.

SSL

Stands for "Secure Socket Layer". Basically, an SSL is just a certificate that manages the security on a webpage that requires you to put in sensitive or personal information. In most cases, you can tell that the page is secure by looking for a lock icon up on the address bar. The URL (see above) will also show "https://"

URL

Stands for "Uniform Resource Locator". In easy english, this is the web address. If somebody asks you for the URL, they're asking for the web address. The URL for Cheeky Monkey Media is http://cheekymonkeymedia.ca/

MARKETING & STRATEGY TERMS

CRM

Customer relationship management (CRM) is a system for managing a company's interactions with current and future customers. It involves using technology to organize, automate and synchronize sales, marketing, customer service, and technical support. Salesforce is a notable example of a CRM companies can manage their clients, prospects, ongoing support and new deals all in the one program.

CSV

This is a comma with separate values, it's a "data format" which is text based and all the columns are separated by commas. Most often, people tend to use CSVs within spreadsheet programs like Excel or Google Spreadsheets.

CTA (CALL TO ACTION)

A call to action is the text, banner, form, or image on a web page (or email) asking a visitor to literally take an action—read more content, join an email list, sign up for a webinar, buy a product, etc. CTAs are a marketing tool that converts web users into leads for businesses.

IA

IA stands for Information Architecture. This is a document that typically outlines a web site map, calls-to-actions, site structure, and navigation paths. It is the blueprint for how users are intended to browse through a website.

META (TAGS)

Meta tags are one piece in a large algorithmic puzzle that major search engines look at when deciding which results are relevant to show users who have typed in a search query.

RSS

RSS is short for "Rich Site Summary", though sometimes it's simply referred to as "Really Simple Syndication". This is the feed that collects a multiple set of formats to provide a summarized set of information. Subscribing to an RSS feed allows the people to have information "Pushed" to them, rather than having to manually browse to a site to get updates. An RSS feed can be likened to a television news program's "Headline Ticker".

SEO

Stands for "Search Engine Optimization". This is a process where a website's content and programming is updated in order to give a site the best chance of ranking well for a particular search term. SEO can take many forms, from meta-data analysis, to keyword optimization within content.

SEM

Often confused with SEO, Search Engine Marketing is a more general term used to describe all forms of online marketing tactics executed to raise a website's search rank position. SEM can occur both online and offline.
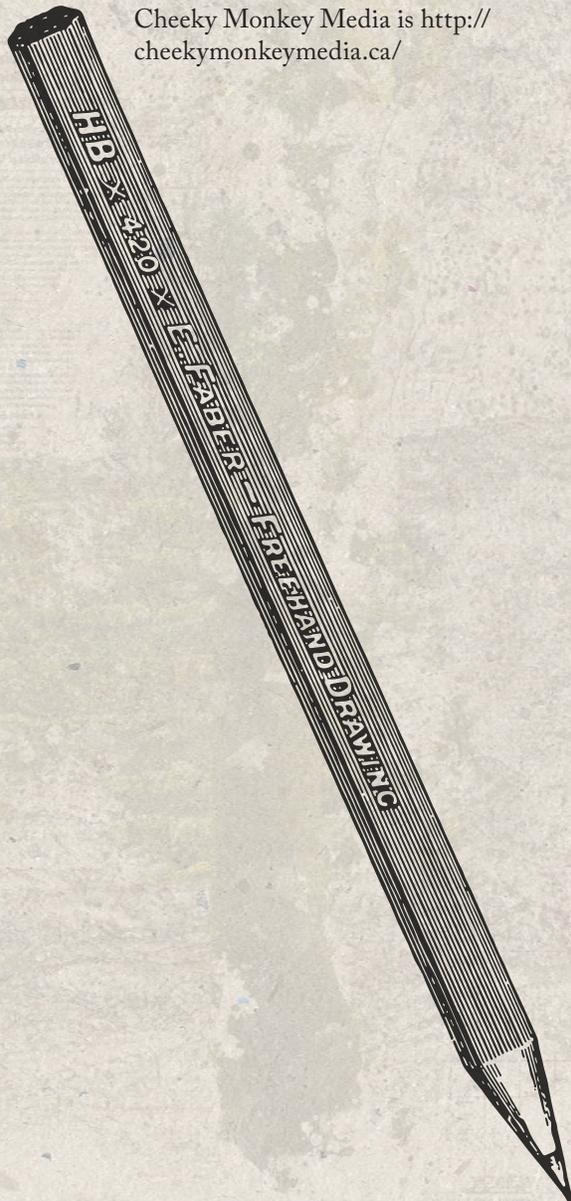
SITE ARCHITECTURE

The site architecture is similar to a house architecture. It is an idea/plan of how the website will be built and organized - where pages will be, what main items subpages will be under, and where key elements will be. A site architecture is a first step in the planning stages of a website project, and usually precedes the wireframe. See also: Information Architecture

SITE MAPS

This can be referred to as a bird's eye view of a site. This is typically the list of pages on a website, and their organization tree.

THEME (ING)

A theme is the website's skin, what it looks like--Theming is the process of building the web page to make it look like it does.

WIREFRAME

A wireframe is a black and white, boxed view of a website. It has no creative design, but shows where items will appear on the website. Wireframes are used before starting creative design, as it gives the client and designer the opportunity to see a blank outline of how the site structure will look, where elements (like pictures, text, links) will be arranged.

TAGS

A way to organize keywords within a blog setting.

DATA MINING

Data mining is the practice of examining large amounts of data in user databases and websites to find consumer patterns, behaviors, and relationships that can be useful in marketing goods and services online.

DESIGN TERMS

STYLE GUIDE

A style guide is a set of standards for the design of anything related to your brand, whether it's a website landing page, business card or printed document. The reason to have a style guide is to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

CONFIGURATION

This is an arrangement of elements in a particular form, figure, or combination.

ITERATION

Is a process wherein a set of instructions or structures are repeated in a sequence a specified number of times or until a condition is met. When the first set of instructions is executed again, it is called an iteration.

CMYK

CMYK or 'Cyan, Magenta, Yellow, Key (Black)', is a color model that is used for print purposes. CMYK is a subtractive printing method, this means that we begin with white and end up with black. So, as we add more color, the result turns darker.

RGB

RGB color is a model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. RGB tends to be used for on-screen purposes. RGB is an additive process where when maximum values of all three colours are mixed the result is white.
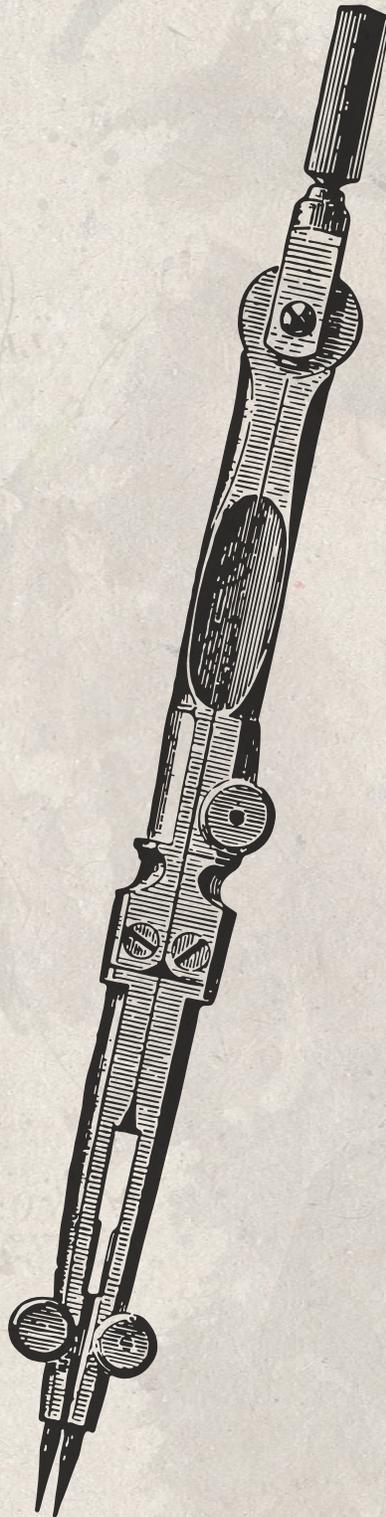
PANTONE (PMS)

The 'Pantone Matching System' is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

SATURATION

The degree of intensity and vividness of a color. For example, a low-saturation color may appear paler, and faded, whereas a more heavily saturated color may appear more vibrant and colorful. If you completely desaturate a colour photograph you will end up with a grey scale image. Saturation is sometimes referred to as chromaticity or intensity.

HUE

The term hue is used to describe any pure color, with the exception of Black or White.

VALUE

The value of a color is its lightness or darkness. This is not to be confused with saturation which is a measure of a color's intensity or chromaticity. Dark values of colours are sometimes called shades (adding black), and lighter versions (adding white) of colours are often referred to as tints.

UI

Stands for User Interface. The User Interface is everything designed into an information device with which a person may interact. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website.

UX

Stands for User Experience. In other words, UX design is the process of designing (digital or physical) products that are useful, easy to use, and delightful to interact with. It's about enhancing the experience that people have while interacting with your product, and making sure they find value in what you're providing.

SCALE

The change in size of an object while keeping its shape and proportions in tact.

WHITE SPACE

Also called 'negative space', white space refers to the area of a design that are not filled with content or other elements. White space is an important design element as it helps to let a design 'breathe', helps avoid overly complicated designs, and keeps designs looking clean. People should not fear whitespace.

LOREM IPSUM

Also known as 'placeholder copy', lorem ipsum is a generic filler text used when the real text is not available. It is used as a placeholder text to demonstrate how a design will look once the real body copy has been included.

TYPOGRAPHY

The artistic arrangement of type in a readable and visually appealing way. Typography usually concerns the design and use of various typefaces in a way that helps to better visually communicate ideas.

KERNING

Kerning refers to the space between two specific letters (or other characters: numbers, punctuation, etc.) and the process of adjusting that space improves legibility. Sometimes this is confused with Tracking which is the uniform increase or decrease of space between all letters in word or sentence.

PIXEL

A pixel is a minuscule area of a screen (the word comes from "picture element"). Pixels are the smallest basic unit of programmable color on a computer and images are made up of many individual pixels.

RASTER IMAGES

Raster images are made up of a set grid of pixels (aka bitmap). This means when you change the size of stretch a raster image it can get a little blurry and lose some clarity. Raster images are most often photographs.

VECTOR IMAGES

Vector images are made up of points, lines, and curves. All of the shapes within a vector are calculated using a mathematical equation which means the image can scale in size without losing any quality. Unlike rasters, vectors won't get blurry when scaled. Vector images tend to be simpler (like logos) or illustrations. Overly complex vectors (ones that have been created to match photographic quality require massive amounts of vertices and can significantly impair the speed of an application and unnecessarily increase file size. Images like photographs are best suited to the raster format.

DESIGN COMPS

A comprehensive layout or comprehensive, usually shortened to comp, is the page layout of a proposed design as initially presented by the designer to a client, showing the relative positions (layout) of text and illustrations.

RESPONSIVE DESIGN

Typically used as "Responsive Design", this describes a website's ability to "respond" visually to the size and resolution of the user's viewing screen. This has become the de facto best practice for Mobile web browsing, as website are able to change their look and presentation whether being viewed on a handheld device, tablet, or desktop machine.

ADAPTIVE DESIGN

Adaptive web design is different from responsive design in that there isn't one layout that always changes. Instead, there are several distinct layouts for multiple devices. The site detects the type of device used, and delivers the pre-set layout for that device.

DEVELOPMENT TERMS

API

In computer programming, an application programming interface (API) specifies how some software components should interact with each other.

BIT BUCKET

BitBucket is the name of web based hosting company that offers storing code repository. It is used by developers when building a site (or program) to ensure accurate version controls and collaboration while creating code.

BUGS

This is for an issue within a website or technological system.

CACHE

Two types of caching that can take place on a website. The first is the user's browser, what this means is some data will be stored on the user's local machine so that the next time they go to that website they don't have to download all the data again, speeds up the user experience. But, it can also be used for Marketing purposes, to store data in something known as Cookies. This way marketers can see how often someone comes back to their site or which pages they visit.

Another caching is how a system like Drupal works. Drupal is a dynamic platform, meaning it normally queries a database for content. But, this can be very resource heavy on high traffic site as most pages will need multiple database queries to populate. So instead Drupal can cache entire pages in the database so that it reduces the number of queries from multiple to just single. That is a very general, high level statement.

COOKIE

Cookies are small pieces of data stored in a user's' browser. Cookies are used to keep track of a user's movements within the site, resume where they left off, remember the user's registered login, theme selection, preferences, and other customization functions.

CSS

Cascading Style Sheets-We pretty much use CSS to make our HTML look very pretty. It's a style sheet language that is used for describing the look and formatting of a document or web page.

CVS

This is an old old code repository system also known as the acronym that stands for stands for Concurrent Version System.

DISQUS

This is a module that allows for comments / sharing on blogs

GIT

This is a replica of a site that developers can work on without blowing up the actual live website.

ICE BOX

This is the term for cooling off after a hard day of coding.

JAVASCRIPT

JavaScript is a programming language that is typically used to create interactive effects on websites.

JQUERY

This is a fast, small JavaScript library. It basically makes it easier to use JavaScript on your website.

MARKUP LANGUAGE

Markup languages are programming languages that define the code standards for layouts and styles within text. The code used to specify formats within these languages are called "tags". HTML, and XML are all examples of Markup Language.

MODULE

This stands for each of a set of standardized parts or independent units that can be used to construct a more complex structure. For example, websites can be built using a number of different modules that can interact. Whereas one module would manage an online catalogue, another module could manage payments. The combination of these modules would create an ecommerce website.

NODE

In a communications network, a network node is a connection point that can receive, create, store or send data along distributed network routes.

PHP

A recursive acronym, PHP stands for PHP: Hypertext Preprocessor, it's an open-source programming language especially suited to creating web pages. It is the programming language we mostly use at Cheeky Monkey.

PLUGIN

In computing, a plug-in (or plugin, add-in, addin, add-on, addon, or extension) is a software component that adds a specific feature to an existing computer program. When a program supports plug-ins, it enables customization.

QUERIES (MEDIA)

A query is a request for information from a database.

A Media query is a CSS3 module allowing content rendering to adapt to conditions such as screen resolution (e.g. smartphone screen vs. computer screen).

REPOSITORY

This is a collection of source code, normally referring to git hub or bitbucket, we also use the term to talk about versioning control our code.

SCRIPT

A script or scripting language is a computer language with a series of commands within a file that is capable of being executed without being compiled.

STAGING

We usually use this in terms of a "staging server". For most of our builds we supply the client with three environments for their site (versions). They are development, staging and production. The development stage is where all the work is done, when it is ready for the client to review it goes to the staging server, so they can give us approval before we move it live (production).

TAXONOMY

Is a process or system of classification used to organize concepts into an easy-to-remember framework for discussion or analysis.

TORRENT

A torrent is a file sent via the BitTorrent protocol. It can be just about any type of file, such as a movie, song, game, or application.

TRUNCATION (ED)

Truncation is a searching technique used in databases in which a word ending is replaced by a symbol. Frequently used truncation symbols include the asterisk (*), a question mark (?) or a dollar sign ($).

WIDGET

In the computing world this is an application, or a component of an interface, that enables a user to perform a function or access a service.

XML

This is a markup language that defines rules for coding documents that are both readable by people, as well as by machines (computer programs). 7:39 PM 2017-11-22

LAUNCH TERMS

CRON

Cron are scheduled tasks to be performed by the system. People can set up tasks in CRON to run automatically. The name derives from the Greek "chronos" (time).

DNS

Short for "Domain Name Server". This is the phone book of the internet, mapping domain names to ip address. A DNS record is basically a list of directions for where to send the web user when they type in a website address.

IMPORT/EXPORT

The import and export of data is the automated or semi-automated input and output of data sets between different software applications. It involves "translating" from the format used in one application into that used by another.

FREEZE (CONTENT)

Freeze means all new content or edits are stopped on a site. This is typically due to new work being launched or when the site is moving to a new server.

FTP

Stands for File Transfer Protocol. The simplest explanation is it is a way to connect to a web server in order to move large files (like a huge webpage program) back and forth between computers and servers.

MIGRATE

We use the term migrate when we talk about moving data from one source to a new source.

UAT

User Acceptance Testing - This is an environment (server, development area) that developers will put a site so that the end customer, admins and users will be able to see the site before launch. Usually, on UAT, the client will be able to use the tools and menus in order to learn the site before it goes live on the internet. When the site is on UAT, it's only visible to developers and users that have been given access. Sites on UAT are NOT on the internet.

QA

Quality Assurance. In developing products and services, quality assurance is any systematic process of checking to see whether a product or service being developed is meeting specified requirements.