



## **USER GUIDE**

### **Unit 1: Introduction to *Schoolwires*<sup>®</sup> *Centricity*<sup>™</sup>**

### **Chapter 3: Glossary of Terms**

***Schoolwires Centricity*  
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## Introduction

This glossary of terms contains common technical terms with their definitions. Where appropriate, you will find links to other websites that may provide additional information.

All material concerning the Web was taken from: Web Monkey (<http://hotwired.lycos.com/webmonkey/glossary>) and Webopedia (<http://www.webopedia.com>).

### Audience and Objectives

We recommend that all users reference this chapter as needed.

In this chapter, you will learn about basic Internet terms as well as terms specific to the **Academic Portal**.

## Basic Internet Terms

**API**—The application program interface (API) is a set of building blocks for programmers. It is made up of routines, protocols, and tools. Most operating environments provide an API so that programmers can write applications consistent with that environment. For example, developing software using the Windows API ensures that your user interface will be consistent with other Windows applications, making it easier for users to learn your new programs.

**ASP**—Active server pages is a Microsoft technology similar to CGI that is used to create dynamic Web pages. Pages using ASP are created with Microsoft® Visual Basic® Script, PerlScript or JavaScript™, and integrated with the HTML of a page. The ASP code is then compiled on-the-fly by the server and outputs standard HTML. ASP is typically used to perform database access or other interactive functions that are interpreted by Microsoft® Internet information server (IIS). Read Webmonkey's [Introduction to ASP](#) for a more opinionated look at this Microsoft tech.

**Bitmap**—A bitmap is a mapped array of [pixels](#) that can be saved as a file. Both JPEG and GIF are bitmap graphic formats. Currently, the only other way to store an image is as a vector graphic. You can't easily scale bitmap images, but you can control every single pixel and thus achieve many effects impossible in vector graphics. Conversely, vector formats offer advantages of scalability and lower bandwidth requirements. When you compress a bitmapped image, you suck out some of the visual information. To bypass this, the portable network graphics format (or PNG, pronounced "ping") was designed to store a single bitmap image for transmittal over computer networks without losing this data.

**Breadcrumb Navigation (Breadcrumbs)**—Breadcrumb navigation is commonly used as a method for showing the user where they are within the structure of a site — and giving them an easy way of getting back.

**Broadband**—Broadband is a general term used to describe any high-speed, high-bandwidth, "always on" Internet connection. Cable modems, [DSL](#) modems, satellite link-ups, and T1 lines are all broadband devices. Dial-up modems and other low-bandwidth devices are called "narrowband."

**Browser**—Browsers are software programs that view Web pages and help you move through the Web. The browser that triggered the WWW explosion was Mosaic, a public domain graphical user interface (GUI) from the National Center for Supercomputer Applications (NCSA). Released in 1993, Mosaic made it possible to design documents containing images for display over the Internet. Up to that point, an Internet document was basically just a bunch of text on a server. In 1994, Mosaic ship-jumper Marc Andreessen released Netscape 1.1, following Mosaic's successful lead, by distributing the browser free of charge on the Internet in order to establish a wide user base.

**Cache**—Caching (pronounced CASH-ing) is a technique computers use to save memory by storing frequently accessed files. Similarly, Web browsers have caches that keep recently downloaded Web pages handy, often as a list of links on the browser's toolbar. Browser caches are typically kept on your local drive, and you can usually adjust the amount of memory or disk space allotted for the cache. The benefit of Web caches is that you can access a cached page much more quickly than if you downloaded it from a distant server.

**Crop**—To crop means to cut the pieces of an image that you don't need. Cropping differs from resizing because when you crop an image you retain the dimensions of the image. Resizing an image actually shrinks the image into smaller dimensions.

**CSS**—CSS, or [cascading style sheets](#), allow you to define how Web page elements are displayed. Specific margins or colors can be associated with headers and links, for example. When style sheets are applied to a new page, the elements are changed according to the specifications of the style.

**DNS**—The domain name system (DNS) is an Internet service that translates domain names (like hotwired.com) into IP addresses (like 204.160.88.11). We use domain names because people can remember words better than numbers, but Web servers still need the IP numbers to access the page. Every time you use a domain name, a DNS server must translate the name into the corresponding IP address.

**DPI**—Dots per inch measures the resolution of images on a screen or printed page. Most laser printers use 600 DPI - 600 across and 600 down. The more dots, the better the resolution.

**Embedded Media**—These are the types of media you can include in an HTML page, such as RealAudio files or GIF animations. But like a fruitcake embedded with mysterious kernels of green gelatin, embedded media often made early Web browsers choke. Later versions of browsers, however, are more sophisticated and contend with non-ASCII information with the help of MIME types. Defined in 1992 by the Internet Engineering Task Force (IETF), multipurpose Internet mail extensions, or MIME types, are a specification for formatting non-ASCII messages so that they can be sent over the Internet. When a browser comes across a file in an HTML document with a MIME extension (like .gif), the browser knows to display that file as an image. Many email clients also support MIME, enabling them to send and receive embedded media via the Internet mail system.

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**FTP**—Abbreviation of *File Transfer Protocol*, the [protocol](#) used on the [Internet](#) for sending [files](#).

The Difference Between FTP and HTTP -- [File Transfer Protocol](#), or FTP, is a [protocol](#) used to [upload](#) files from a [workstation](#) to a [FTP server](#) or [download](#) files from a [FTP server](#) to a workstation. It is the way that files get transferred from one device to another in order for the files to be available on the Internet. When *ftp* appears in a [URL](#) it means that the user is connecting to a file server and not a [Web server](#) and that some form of file transfer is going to take place. Most FTP servers require the user to [log on](#) to the server in order to transfer files.

In contrast, [Hyper Text Transfer Protocol](#), or HTTP, is a protocol used to transfer files from a Web server onto a [browser](#) in order to view a Web page that is on the Internet. Unlike FTP, where entire files are transferred from one device to another and copied into memory, HTTP only transfers the contents of a web page into a browser for viewing. FTP is a two-way system as files are transferred back and forth between server and workstation. HTTP is a one-way system as files are transported only from the server onto the workstation's browser. When *http* appears in a URL it means that the user is connecting to a Web server and not a file server. The files are transferred but not downloaded, therefore not copied into the memory of the receiving device.

**GIF** (Graphics Interchange Format) image type—One of the two main image file types for the web, the GIF file format is used, for the most part, for grayscale and 8-bit graphics (referred to as *indexed color files* in Photoshop). With GIF files, you can have a maximum of 256 colors that are compressed using a *lossless* technique where no information in the file is lost when compressed or decompressed. You will want to save all of your graphics with the .gif extension if you have created the image on your computer like horizontal rules, buttons, or animation. *Whether your image starts out as an EPS, Pict, or Tiff file type, you must convert your image to the GIF or JPG format so that it can be used on the web.*

**HTML**—Short for *HyperText Markup Language*, the authoring [language](#) used to create [documents](#) on the [World Wide Web](#). HTML is similar to [SGML](#), although it is not a strict subset. HTML defines the structure and layout of a Web document by using a variety of [tags](#) and [attributes](#). The correct structure for an HTML document starts with <HTML><HEAD>(enter here what document is about)</HEAD><BODY> and ends with </BODY></HTML>. All the information you'd like to include in your Web page fits in between the <BODY> and </BODY> tags.

There are hundreds of other tags used to format and layout the information in a Web page. For instance, <P> is used to make paragraphs and <I> ... </I> is used to italicize fonts. Tags are also used to specify hypertext links. These allow Web developers to direct users to other Web pages with only a click of the mouse on either an image or word(s). For a more complete list of tags, check out some of the URLs below.

**HTTP**—The conversation between browsers and servers takes place according to the hypertext transfer protocol, or HTTP. Written by Tim Berners-Lee, it was first implemented on the Web in 1991 as HTTP 0.9. Currently, Web browsers and servers support version 1.1 of HTTP. It supports persistent connections, meaning that once a browser connects to a Web server, it can receive multiple files through the same connection. The next version, known as HTTP-NG, or hypertext transfer protocol - next generation - which we hope won't be followed by HTTP Voyager - will improve upon the basic HTTP architecture by using modularity and layering.

**JPEG**— Short for *Joint Photographic Experts Group*, and pronounced *jay-peg*. JPEG is a [lossy compression](#) technique for color images. Although it can reduce files sizes to about 5% of their normal size, some detail is lost in the compression. It is used for 24-bit graphics and provides images with 16.7 million colors. Use JPEG format when the images are scanned pictures or photographs. *Whether your image starts out as an EPS, Pict, or Tiff file type, you must convert your image to the GIF or JPG image format so that you can use the images on the web.*

**Link**—A link is a bit of highlighted text on a Web page that connects to another Web page or file. Clicking the link sends your browser in search of the address attached to the text. That address can refer to another place on the same page, another page within the same site, or just about anywhere on the Internet. If you could peel back the text of the link to the Webmonkey Hideout and view the HTML underneath, you'd see:

```
<a href="http://www.hotwired.com/webmonkey/hideout">Webmonkey  
Hideout</a>
```

If you clicked on the text of the link, you would be taken to that URL.

**MP3**—MP3 (MPEG-1 Audio Layer-3) is an audio compression format that creates files that can be easily sent or downloaded across the Internet. Using ripper and encoder applications, CD tracks can be converted to MP3 and reduced in size by a factor of 12. MP3 files have varying degrees of sound quality, depending on the encoding settings that are used during the compression process. Check out Webmonkey's [MP3 overview](#) for more info.

**Multimedia**—Before the personal computer boom, the word multimedia had a much simpler connotation - paper, glass, and acrylic on canvas was (and is) multimedia. Today, the definition has expanded to include using a computer to present and combine text, graphics, video, animation, and sound. The birth of the Web led to a great (perceived) potential for multimedia, because of the ability of networked computers to (someday) deliver this information to all users and to (um, soon) allow everyone to join in the world of multimedia publishing.

**NET**—Though it began as a Web-based programming platform primarily used to develop Web applications, [.NET](#) is a flexible platform introduced by Microsoft that allows programs written in different languages to be compiled to run under .NET environments. The .NET platform can be used to develop programs for the Web, desktops, handhelds, telephones or any other device that is Web-enabled.

**Pixel**—The cell is nature's building block, and the pixel is the Web designer's. *Pixel* is one of those half-baked half-acronyms: PICture ELEment. It refers to how monitors divide the display screen into thousands or millions of individual dots. A pixel is one of those dots. An 8-bit color monitor can display 256 pixels, while a 24-bit color monitor can display more than 16 million. If you design a Web graphic on a 24-bit monitor, there's an excellent chance that many of your 16 million pixels won't be seen by visitors to your site. Since the agreed-upon lowest common denominator [palette](#) for the Web has 216 colors, you should design your graphics using 8-bit color. (see [Bit Depth](#))

**Platform**—Software developers need to know which platform their software will be running on. A platform can be an Intel processor running Windows, a Macintosh running System 8, or any combination of hardware and software that works together. Platforms are important for Web designers to understand, because they need to make sure their pages will work on more than one platform. Different browsers display Web pages differently on various platforms. Since the Internet itself is a cross-platform system, designers need to test Web pages on different combinations of machines and browsers to ensure the widest possible audience will be able to view their sites.

**Plug-ins**—Conceptually, plug-ins are like Lego toys. They are software modules that add a specific feature or service to a larger system. A Lego wheel by itself isn't that fun, but add that wheel to a Lego car, and you're cooking with gas. Unfortunately, most plug-ins, whether for browsers or graphics programs, don't provide as much functionality as a Lego wheel. For example, there are number of plug-ins for the Netscape Navigator browser that enable it to display different types of audio or video messages based on [MIME](#) types. However, if nobody develops those kinds of files, the plug-in is useless. There are some cool plug-ins for graphics programs, the best of which is Kai's Power Tools. That adds a zillion effects that you can use on your images. By the way, in Photoshop you can activate plug-ins by holding down the command and shift keys when starting up the program.

**Proxy Server**—A proxy server is a machine used to secure and speed up traffic on a network. The server directs traffic between workstations and Web servers, filters requests made to the Web, or blocks them altogether. The server can be set with specific rules, such as blocking prohibited sites or closing certain ports. Proxy servers can also streamline network performance: For example when a user requests a Web page, the server will cache the page and have it ready if another user requests it.

**QuickTime**—QuickTime is a video and animation system developed by Apple Computer that also supports encoding formats like JPEG and MPEG. The International Standards Organization decided in February 1998 to use QuickTime as the basis for its new MPEG-4 standard.

**Resolution**—The resolution of an image describes how fine the dots are that make up that image. The more dots, the higher the resolution. A 300 dpi (dots per inch) printer is capable of printing 300 dots in a line 1 inch long. This means it can print 90,000 dots per square inch. When displayed on a monitor, the dots are called [pixels](#). A 640-by-480-pixel screen is capable of displaying 640 distinct dots on each of its 480 lines, or about 300,000 pixels.

**URL**—Abbreviation of *Uniform Resource Locator*, the global [address of documents](#) and other [resources](#) on the [World Wide Web](#). The first part of the address indicates what protocol to use, and the second part specifies the [IP address](#) or the [domain name](#) where the resource is located. For example, the two URLs below point to two different files at the domain *pcwebopedia.com*. The first specifies an executable file that should be fetched using the [FTP protocol](#); the second specifies a [Web page](#) that should be fetched using the [HTTP protocol](#):

- <ftp://www.pcwebopedia.com/stuff.exe>
- <http://www.pcwebopedia.com/index.html>

**User Interface**—A computer science term, interface is the point of communication between the computer and any other entity. User Interface, or UI, narrows that definition down to the communication between the computer and a human being. Web designers have taken the sense of this communication of inputs and outputs as a useful way to describe how a user is informed by the design elements on a page. A "good" user interface can mean that the design fulfills a user's expectations. A "bad" user interface gives you few clues about where you are or what you're supposed to do, leaving you with the sensation that you're drowning and don't know which way is up. This condition is known as Web vertigo.

**WYSIWYG**—Pronounced "wiz-ee-wig"; stands for "what you see is what you get" and refers to programs that show on a screen exactly what will appear when a document is printed. Microsoft's FrontPage and Adobe's Go Live are WYSIWYG HTML editors.

**XML**—Extensible Markup Language is used primarily for Web pages. [XML](#) allows the author to extend and customize basic HTML formatting by creating proprietary tags and text behaviors. XML is meant to emphasize intelligent and logical formatting within technical documents in order to streamline searching and categorizing, and to ensure total [cross-browser compatibility](#).

## Schoolwires Terms

**Channels**—See *Navigation*.

### E-Alerts

**Content E-Alerts**—Visitors can subscribe to homepages and *sections* on your website. Editors can then send them notification by email when important information is added or changed.

**Broadcast E-Alerts**—Send mass email messages either by role or email addresses. For instance, you might announce professional development opportunities to teachers and class registration deadlines to students, parents and teachers.

**Content Routing**—Maintain content routing (i.e., content approval system) for your *site*. This includes maintaining routing profiles and routing options, and viewing the routing queue.

**Content Browser**—Within the **Site Manager**, the Content Browser (left hand navigation) is similar to a tree view, and displays the district or school workspace and all of the active channels. A channel link on the Content Browser can be expanded to display sections. Also included in the Content Browser is:

- A link *View Website*, which will access the end-user site
- A link *Select a Site*, which will allow navigation to the various schools

**Editor**—Anyone who has been assigned the privilege of making changes to the site. This can be at four levels: Site, Subsite, Section and Homepage.

**Site Director**—A user that is granted permission to administer and manage content for a Site or related Subsite, with access at all levels.

**Subsite Director**—A user that is granted permission to administer and manage content for a Subsite, with access at all levels within the Subsite.

**Section Editor**—A user that is granted permission to administer and manage content for a section (or sections, if assigned) at a Site or Subsite or both.

**Homepage Editor**—A user that is granted permission to administer and manage content for a site or subsite homepage or both.

**Files & Folders**—Organize the files and folders used in your *site*, *subsite* or *section*. Site Directors will use it to organize the files and folders in the Shared Library. Wizards guide the file upload process.

**Forms & Surveys**—Create and manage forms and surveys for your *site*, *subsites* or *sections*.

**Homepage**—The first page that visitors will view when they click on the district or a school site link.

*Welcome Text*—Greet visitors to your *site*; easily change such things as homepage and athletic photos.

*Announcements*—Instantly manage announcements, cancellations and emergencies.

*Headlines & Features*—Share news about activities, fundraisers and events. Headlines provide a link to more in-depth information on a new *page*.

*Site Shortcuts*—Create quick links to various high-traffic *pages* on your *site*.

**Homepage Editor**—See *Editor*.

**LiveStats®**—LiveStats is now the leading log analysis software solution in the industry, offering detailed server-side reporting and analysis to multiple users through its advanced web browser interface. The LiveStats suite of customizable reports makes it easy to analyze trends and web site usability, forecast key performance and visitor metrics based on historical averages and generate presentation-quality reports for visitor activity and bandwidth consumption. [LiveStats is a third-party software vendor.]

**Macintosh® version of the Schoolwires Editor**—Provides *Schoolwires* editorial capabilities within **Site Manager** from a Macintosh computer running Mac OS® 10.x.

**MyStart**—The "menu bar" at the top of the homepage on the end-user site, and every page, which provides the following options:

- District
- Select a School
- Sign-In
- Register (Optional)
- Grades (Optional)
- Email (Optional)

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**Navigation**—Each Schoolwires site has a built-in navigation structure for organizing content:

**Channels**—The main content organization which appears underneath the District and School name on every site (channels may differ for each site). Using a newspaper as an example for the **Site Manager** imagine that, World News, Sports, Entertainment, Classifieds, etc. function as Channels.

**Sections**—Categories that fall under Channels and break down specific levels of content. You can have multiple Sections within one Channel. For example, in the Classified portion of the paper, there are Sections for Lost/Found, Homes for Sale, Job Opportunities, etc.

**Pages**—Make up the content within a Section. Using the same newspaper example if you were to look in the Classified Channel you would see the Employment Section, and within the Employment Section you would likely see a variety of separate listings: Office Assistant, Human Resources Director, Waiter/Waitress, Teacher.

**Pages**—See *Navigation*.

**Page Layouts**—Create and manage page layouts that are used on your site. These layouts provide users with *page* templates for *section* homepages (Overview pages) and *Flex Pages*.

### Page Types

**Article Library**—A *page* type that displays similar or related *pages* such as homework assignments or newsletters.

**Calendar**—Manage your *site*, *subsite* or *section* calendar by adding or importing events, and maintaining calendar categories and filtering options. Provide event details and registration. Manage cancellations for registered events.

**File Library**—A *page* type that displays files (e.g., Word, Excel, PDF) such as policies and procedures, agendas, newsletters or resource documents. Enables a centralized library of online files.

**Flex Page**—A flexible *page* type that can be used in many different ways.

**Link Library**—A *page* type that displays links to approved websites.

**Maps & Directions**—A *page* type that displays links to maps and directions on your *site*. Allows you to post interactive maps to such places as buildings, athletic events and concerts.

**Push**—This term is used when an event from a section or school calendar is posted to the district calendar. It is considered to be “pushed” to the district calendar.

**Registration (User)**—This is the process of adding a user account to the site. This can be done by the Site or Subsite Director, or a visitor may register if the optional link is provided on the MyStart bar.

**Registration (Event)**—Allow a calendar event to be established where registered users can “sign up” for the events. If the seating capacity for the event is full, the registrant will:

- Be added to a waiting list and will receive an email if and when a seat becomes available.
- This feature provides the capability for the registered user to:
  - Select a menu item
  - See how many seats are still available
  - It provides the capability for the editor to export the event roster to access.

**Roles**—When a new user is registered, an optional viewing permission or “role” can be established which defines the user’s responsibility. Permissions (roles) can be utilized to selectively display content dependent upon what the viewer’s role is.

**Routing (Content Routing)**—Content Routing is the way in which a client authorizes how new content can be published to the website. If the Content Routing option is activated, all new content will be routed for approval before it is uploaded to being live on the web. Without the Content Routing option activated any assigned editor can add new content to the site without approval.

**Routing Profile**—A Routing Profile is the path that content will take when being approved. A profile designates the page type being routed and who the content approvers are.

**Schoolwires Editor**— Create pages without knowledge of HTML or other complex web technologies using an online editor that is functionally similar to a conventional word processor. It is a WYSIWYG (What You See Is What You Get) editor. Roundtrip editing with Dreamweaver® and FrontPage® is available as a standard tool on a PC when using Internet Explorer.

**Schoolwires Styler™**—A web-based tool that allows web designers and developers to create templates that define their own custom look and feel.

**Section Configurations**—Configure *section* options and *page* layouts for the *section* homepage and each *Flex Page*. Choose the types and numbers of *pages* that will be in each configuration.

**Section Editor**—See *Editor*.

**Section Hierarchy**—Allows Section Editors to create hierarchical navigation structure to replace the default auto-list navigation.

**Section Robot**—Add a *section* manually or import *sections* in a batch using specific *page* layouts and unique *section* configurations.

**Sections**—See *Navigation*.

**Shared Library**—A repository for commonly used files and images such as a logo. All editors can access Shared Library files from any *page* on any site or subsite by using the Insert File and Insert Image wizards within the Schoolwires Editor. Use of the Shared Library minimizes the storage space used since an image or file can be uploaded once and used by everyone. It also provides a way to control the quality and size of images. Site Directors upload the files to the Shared Library.

**Site Director**—See *Editor*.

**Site Manager**—A tool which allows anyone with the assigned editorial privilege to update, edit and maintain the site.

**Subsite Director**—See *Editor*.

**Web Address Mapping**—Create and maintain friendly URLs for your site.

**Workspace**—Areas, within **Site Manager**, that provides tasks that can be performed by Site Directors, Subsite Directors, Section Editors or Homepage Editors. These *Workspaces* coincide with the editing privileges that can be assigned. These *Workspaces* are:

*Site Workspace*—Within **Site Manager**, this is the work area with the available tasks that can be performed by those assigned Site Director editorial privilege. Site Directors can manage site files & folders, edit the homepage, edit the site calendar, etc.

*Subsite Workspace*—Within **Site Manager**, this is the work area with the available tasks that can be performed by those assigned Site Director or Subsite Director editorial privilege, and which pertain to structuring the site(s) and registering users. Site Director or Subsite Directors can manage site files & folders, edit the homepage, edit the site calendar, etc.

*Channel Workspace*—A work area with related sections and channel specific tasks. Site Director or Subsite Directors can add sections, change section options, remove sections, etc. at their respective sites.

*Section Workspace*—A work area with related pages and section specific tasks. Section Editors can add pages, edit pages, assign section editors, etc.

*Homepage Workspace*—A work area with specific tasks that can be performed to maintain a Site or Subsite Homepage. Homepage Editors can add or modify content on the Homepage, and add Announcements and Headlines.

**Workspace Task**—A task that performs a specific administrator function.