Exercise 1-1: Comparing Markup Languages

**Hypertext Markup Language version 5 (HTML5)**
A language that requires few plug-ins and standardizes how video and audio are presented on a Web page.

**Standard Generalized Markup Language (SGML)**
A metalanguage that it is used to create other languages.

**Hypertext Markup Language (HTML)**
A language that describes a document's visual layout.

**Extensible Markup Language (XML)**
A language that describes the function and context of the information contained in a document.

**Extensible Hypertext Markup Language (XHTML)**
A language that organizes data in a document and formats the page's appearance in a Web browser.

Exercise 1-2: The HTML Web Development Trifecta

**HTML5**
Markup language used for structuring and presenting Web page content.

**Cascading Style Sheets (CSS)**
Style sheet language that provides the formatting and "look" of a Web page or document written in a markup language.

**JavaScript**
Scripting language that provides dynamic, interactive capabilities to Web pages.
Exercise 1-3: Web Accessibility Measures

**Americans with Disabilities Act (ADA)**
Mandates that electronic information be accessible to disabled people.

**Web Content Accessibility Guidelines (WCAG)**
Developed by the Web Accessibility Initiative (WAI) to provide a universal set of standards promoting accessibility.

**Section 508 of the Rehabilitation Act**
Ensures that disabled individuals have a comparable level of access to information.
Exercise 1-4: Web Site Development Principles

Before you create a Web site, you must first create a Web site plan.

The process of working on an outline for a Web presence is known as wireframing.

Successful Web sites have a strong, central theme.

Successful Web sites are also aimed at a distinct audience.

Because the design elements with which you display information on your site are important, you should validate your site on a regular basis as it is being developed.

When creating a Web site, stakeholders are relevant organization employees or contributors who can help determine the purpose of the Web site, the site's look and feel, the services that the audience requires from the site, and so forth.

As you communicate your Web site plan to relevant parties, consider using presentation aids to help illustrate your plan.

As you develop Web pages, make sure that you test your Web pages using multiple Web browsers.

As a general rule, the closer you adhere to W3C validation standards, the more consistently your Web pages will render in various browsers.

Once your site is live, your Web team will receive various kinds of feedback from customers and stakeholders.

When creating a Web site, you must consider intellectual property issues related to ideas, products and images that are widely available.