WEB DESIGN For Print Designers

Our Web Design for Print Designers course is for people new to the web design process and the tools available from Adobe to create modern, standards-compliant micro-sites. The course requires no prior web experience and no need for learning code.

You'll learn how to use: **Adobe Photoshop** for optimisation and graphics, **Adobe Muse** to layout pages, **Responsive Designs** for mobile devices, and **Adobe Animate** for animation.

We'll go through the workflows and technologies, from planning to upload, while explaining jargon and current web trends. You'll leave feeling confident and excited to create your own web content and micro-sites.

This training course is bespoke, giving you the opportunity to tailor the content to your exact requirements. If you need a starting point, use the course outline below as a guide. The important thing to remember is that it's your course - tell us your goals and we'll help you achieve them.

Who should attend?
Print designers, marketeers, and anyone pursuing a career in web design without writing code. No prior knowledge of the software is needed

The course runs from 9.30 am to approximately 4.30 pm.

The course will include:

Current trends in web design
Planning and Briefing
HTML, CSS, Javascript and jQuery
Meta Data
Usability
Searchability
Accessibility

Site purpose
Web standards
Briefing and checking

Planning UI/UX
Planning navigation
Planning interaction
Planning content

Design and UI
960 and mobile pixel grid
"Flat" designs
Guides, grids and rulers
The page fold

Mobile
Elastic, liquid and fixed layouts

Responsive layout

Typography
Web fonts
@font
Google web fonts
TypeKit
CSS Typography

Photoshop
Image optimisation and preparation
Common graphics creation

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An Introduction to Muse
Why use Muse?
What is Muse?

The Muse workspace
Setting up a Site
Plan view and Design view

Muse File Formats
Sitemaps
Menus and navigation
Creating rollover states

Creating Common Content areas with master pages
Header and footer
Setting up menus
Placing Photoshop files into artwork
Stroke, fill and positioning

Divisions
Full width page elements
Placing graphics on a Web Page

Setting up hyperlinks
Adding iframes

Using widgets
Adding interactivity with JQuery
Creating a slideshow in Muse
Creating an Accordion

Publishing
Publishing a website
Publishing and testing a temporary site

An Introduction to Adobe Animate
Why use Animate?
What is Animate?
Control the document
Control and understand document overflow

Animate Project Files
The Elements panel
The Properties panel
The Timeline panel Animation

Working with Images and text
Arrange and align content
Simple Animation Techniques
Create transitions and fades
Work with keyframes/ Autokeyframing
Use and understand the Marker
Use and understand Triggers
Using Labels
Easing
Symbols in animation

Creating ad banners

Integration into a page

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