Introduction to Web Design

Duration: 1 day

Price: £215 + vat

Whether you need help with the principals of good web design, or you are a newcomer to web design, this is the course for you.

Learn about modern web standards and the principles of good design as well as how to plan your site and add functionality.

This course also forms part of our Web Design Week

Book our 1 day Web Design course, our 2 day Dreamweaver course and our 2 day Photoshop for Web Graphics course together for a comprehensive week of web design training for just £795 (£1,105 if booked separately)

Course Content

Basic web design principles

- The good the bad and the ugly
- Structuring and Site Navigation
- Getting your customers to come back

Web Standards

- HTML standards
- Style sheets
- Usability and Accessibility
- Browser compatibility

Planning your web site

- Mapping the site
- Chunking information
- The importance of good web content

Common web page elements

- Headers and footers
- Navigation bars

Typography for the web

- Typefaces for the Web
- Embedded fonts

Working With Images

- Optimising files
- Gifs , Jpegs and Pngs

Domains and Hosting

- What to consider when choosing a hosting company
- Buying domain names & web space
- Pointing your domain to your site & DNS Settings
- FTP

Functionality

- Extending your pages with programming
- Types of functionality: web forms, e-commerce, blogs, Content Management Systems, Image Galleries etc.

Web 2.0

- What is Web 2.0 and why should you be interested?
- Web 2.0 design considerations
- Web 2.0 technology
- Community building: Blogs, Forums, RSS

Course Prerequisites:

- Ability to use and navigate a web browser