



0208 942 5724

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Effective Web Design

Duration: 1 Day

Overview:

The focus of Aspect Training's Effective Web Design course is the practical design aspect of website development and what constitutes good web design. On completion of this course, the delegate should appreciate how to create a logical structure for a web site, organise page content, take accessibility issues into consideration and handle graphical and multimedia content effectively. Additionally, the course will cover ways of better preparing a website for search engine listings, browser compatibility issues, colour usage and typography.

Aspect Training's Effective Web Design course is for potential web designers and graphic designers interested in designing for the Web, web developers who want to increase their design awareness.

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Prerequisites:

Familiarity with using the Internet, Web, and a browser (such as Internet Explorer or Firefox).

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Course Topics:

Project analysis

Client/audience considerations
Website development lifecycle
Division of workload

Web site content and structure

Organising content
Developing a structure
Types of structure
Managing structures
Navigation
Accessibility considerations

Creating screen mock-ups

Design issues
Page layout
Screen size & resolution

Technology overview

HTML/XHTML
JavaScript/DHTML
Technologies requiring plug-ins

Using graphics

Supported formats
Optimising images
Using animation

Colours and typography

Web-safe colours
Testing colour variance
Available fonts

Testing

Browser incompatibility
System Variance

Preparing a site for search engines

Use of meta tags
Search engine preferences