

# Web Design Masterclass

(2 days)

## Background

This course is for people who find themselves with web design responsibilities but who have had no formal design training.

The course will highlight the essential building blocks of good design, what works and what doesn't on screen and how to make the best use of type, colour and space.

You will also cover usability issues, explore cross-platform issues and highlight how to solve common web design problems

This course is designed to help you develop new skills and improve your confidence when making design decisions.

## Course Outline

### WHAT IS DESIGN?

Examples of good and bad design  
Questions to ask before you design anything  
Defining your audience  
Maintaining a consistent brand identity  
Good navigation

### KEY DESIGN ELEMENTS

A guide to: relevance, contrast, proportion, consistency, restraint and detail  
The essential building blocks of web design

### SHORTCUTS TO GOOD DESIGN

Maintaining a swipe file  
Good information architecture  
Laying out a web page  
Using web applications such as Macromedia Dreamweaver  
Organisational tools  
Using white space  
Rules, borders, boxes and drop shadows  
Maintaining online and offline consistency

### THE POWER OF TYPE

Constraints of type on the web  
Text legibility  
Text hyperlinks  
Special type effects  
Less is more  
Working with colour  
Choosing colours  
Developing a colour theme  
Using Hexidecimal colour  
Understanding RGB  
Websafe colours

### EFFECTIVE USE OF IMAGES

Using images for maximum impact  
Optimising images  
Using images as navigation aides

### SOLVING COMMON DESIGN PROBLEMS

Minimising text  
How fonts work on the web  
Browser and plug-in compatibility  
Cross platform issues

### QUESTIONS AND ANSWERS



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