

Designing Graphics for the Web

(1 day)

Background

Many websites could be made more attractive with a clean, consistent design and the addition of a few well-chosen illustrations - logos, photos of products, people and key events. Often the materials are available - but how to get them on the site? This course provides some straightforward background, then shows how to import, clean up and convert images, and create your own titles and buttons in the font of your choice. In conclusion we look at some more of the more advanced options that can be found on the Web. Delegates are welcome to bring examples of their own materials for discussion.

Who should attend

No background in graphic design is expected, though experience in straightforward layout (e.g. word processed documents) could be useful. The course is aimed at:

- ?? print medium specialists interested in web design
- ?? staff responsible for designing, producing or maintaining web materials
- ?? IT specialists wishing to develop their visual presentation skills
- ?? managers specifying Internet and Intranet projects

Course Outline

What's special about Web Graphics?

- ?? File size and Compression
 - *Bit depth and palettes*
 - *Colour for the web*
- ?? Graphic formats - GIF, JPEG and minor formats
- ?? The GIF format - standards and bit depths
 - *interlacing*
 - *transparency*
 - *animated GIFs*
- ?? The JPEG format
- ?? Other formats

Producing Web Graphics

- ?? Graphics production tools - criteria for selecting
 - *Photoshop and PhotoDeluxe*
 - *Paint Shop Pro*
 - *Microsoft Image Composer*
 - *Other software*
- ?? Sourcing images
 - *Scanning - options and techniques*
 - *Stock libraries and clip art*
 - *Digital photography*

- ?? Photo Processing
 - *Cleaning Up - cropping, resizing, filtering*
 - *Converting for the Web*
- ?? Creating Text Graphics
 - *Make Your Own Images*
 - *Simple Effects - 3D and drop shadows*

Web design

- ?? Use of colour
- ?? Layout within HTML
- ?? Using graphics effectively

Getting flashy - animation and video

- ?? Animated GIFs - the universal solution
 - *How to produce animated GIFs*
- ?? Plug-in effects: Flash, Shockwave, video and sound



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