

Designing and Building Great Web Pages: Hands-On - 4 Days

Course 487 Overview

- You Will Learn How To**
- Design the presentation and coherent organization of Web pages
 - Build powerful Web content that effectively conveys your message
 - Create and manage graphical content using Adobe Photoshop
 - Develop standards-based Web sites with MS Expression Web and Adobe Dreamweaver
 - Generate Web pages and sites using XHTML and Cascading Style Sheets (CSS)
 - Enhance Web pages with Flash and HTML forms

Course Benefits Organizations cannot afford to lose their competitive edge by presenting Web pages that are anything less than visually stimulating and user friendly. In this course, you employ a case study and gain experience with storyboarding techniques and layout design to deliver the power and flexibility of a professional Web page. You learn how to use comprehensive tools and exploit the latest techniques to enhance your Web presence.

Who Should Attend Those involved in presenting information via corporate intranets or the Web. General familiarity with Web browsers and Windows is assumed. HTML knowledge is helpful.

Hands-On Training An ongoing case study provides experience creating and organizing Web content. Exercises include:

- Storyboarding to define page layout
- Implementing Web page design elements
- Creating graphics using Adobe Photoshop
- Creating content with Microsoft Expression Web and Adobe Dreamweaver
- Developing logically structured Web pages using HTML and the CSS box model
- Building multilayer pages
- Interacting with the user through forms

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Course 487 Outline

Fundamentals of Web Design

Web page design fundamentals

- The roles of a Web page author
- Business considerations
- User profiling
- Accessibility
- Architectural issues
- Developing a business case and site plan

Design issues

- What is design?
- Web site types
- Selecting font style and color
- Alignment
- Proximity
- Navigation
- Focal point
- Storyboard
- Layout
- Designing graphics
- Working with photographs

Creating Graphical Content

Imaging for Web applications

- Rasterized images
- GIF
- JPEG
- PNG
- Outlined images
- Antialiasing

Acquiring graphics for your Web pages

- Producing computer-generated artwork
- Working with camera and scanner output
- Leveraging online resources

Adobe Photoshop

- Utilizing layers and selections
- Creating special effects
- Enhancing images using filters
- Adding drop-shadow and gradient effects
- Applying guides and rulers
- Optimizing and animating graphics

Building Web pages in XHTML code

- Decoding Web 2.0
- Dissecting the sections of an XHTML document
- Adding ordered and unordered lists
- Building hyperlinks and Web bookmarks

Constructing Web Pages

Designing pages with Microsoft Expression Web

- Working with the task panes
- Defining the Expression interface
- Managing the Tag Property panel
- Utilizing dynamic Web templates
- Exploring Standards and Quirks mode
- Developing pages in code, split or design view

Utilizing Expression Web toolset

- Toolbox options
- Basic formatting
- Lists, links and images
- Importing documents and templates from other sources

Setting up a local site in Adobe

Dreamweaver

- Working with the window
- Lists, links, text and images
- Designing with frames

Working with Dreamweaver panels

- Utilizing the Start panel
- Editing and deleting local sites
- Assigning assets
- Creating library items and snippets
- Building a customized Favorites panel

Creating pages in Dreamweaver

- Customizing the document window
- Working with the Properties tool
- Selecting objects
- Modifying object properties
- Developing in code, split or design view

Developing Complex Web Pages

- Structuring pages using the tables and the CSS box model
- Leveraging CSS and BlueprintCSS
- Selectors
- Rule syntax
- Positioning
- Group and Contextual Selectors
- Importing CSS
- Working with XHTML, tables and CSS in Expression Web and Dreamweaver
- Leveraging the CSS task pane in Expression Web

Building Interactive Web Pages

Providing interactivity with forms

- Input types
- Form validation

- Defining form scope and form elements in Expression Web and Dreamweaver
- Controlling how and where forms are submitted

Adobe Flash

- Constructing animations with Adobe Flash
- Tweening and timing of animated effects
- Integrating Flash animations into HTML