

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

### *Course 487 Overview*

- You Will Learn How To**
- Design the presentation and coherent organisation 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, tables and Cascading Style Sheets (CSS)
  - Enhance Web pages with special effects and Ajax

**Course Benefits** Organisations 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 organising 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 tables, the box model and CSS
- Building multilayer pages
- Enhancing Web pages with Ajax

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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 colour
- Alignment
- Proximity
- Navigation
- Focal point
- Storyboard
- Layout
- Designing graphics
- Working with photographs

#### Creating Graphical Content

##### Imaging for Web applications

- Rasterised 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

- Utilising layers and selections
- Creating special effects
- Enhancing images using filters
- Adding drop-shadow and gradient effects
- Applying guides and rulers
- Optimising 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
- Utilising dynamic Web templates
- Exploring Standards and Quirks mode
- Developing pages in code, split or design view

#### Utilising 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

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

#### Creating pages in Dreamweaver

- Customising 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

#### Client-side dynamic content

- Working with Ajax
- Enabling JavaScript and the DOM
- Dynamically changing page content using server data

#### Server-side dynamic content

- Building dynamic Web pages
- Employing scripting