

Web Basics for Marketers

Using Photoshop, Dreamweaver and Flash

Who

This course is designed for marketers or anyone who needs to understand how websites are created or needs to make basic changes to websites.

Why

Delegates will not require any previous experience of the products covered. Using the most popular tools available today, you will learn how the basic elements of websites are put together and understand best practice principles of using text, images and Flash movies. By following this holistic approach you will be better positioned to create and edit your site or manage the work of a web agency, and gain an overview of site optimisation and accessibility.

Length

2 days

Day 1**Photoshop Basics**

Intro to the Photoshop interface
Image building – best practice
Saving images for web
Editing and slicing images
– resizing, types of files
Creating menus in Photoshop
– rollovers etc
Creating web pages in
Photoshop

Dreamweaver Basics

Intro to the Dreamweaver
interface
Adding e-mail links
Linking files to site (e.g. PDF,
MP3 etc)

Defining the site

Site layout
Uploading types (e.g. FTP, Local
Server)
Site maintenance

Day 2**Dreamweaver – getting fancy**

Creating Flash text in
Dreamweaver
Creating forms
Using tables and layers

Flash Basics

Creating Flash movies
Breaking down Flash movies
Properties of Flash movies
Best practice for using Flash
– time, size, optimisation

Testing the Site

Testing your site
Reading and understanding the
Entire Site Report
Troubleshooting using the Entire
Site Report

Fine-Tuning the site

Web optimisation overview
– tags, keywords etc
Web accessibility overview
– colours, readers, images tips
and tricks