

Google Web Designer - Build Web Banners

Duration : 1 Day

Overview

This one day course uses the free Google Web Designer tool and is ideal for designers who are looking to create web ads and animated online content without the need to learn to write code. Using an intuitive, design focused interface we teach you how to create banners, animate your content, work with 3d tools, adjust content, and lots more.

If you are new to Google Web Designer it can be a bit intimidating and our one day course will have you up and running in no time at all.

Target Audience

This course is ideal for graphic designers who have been tasked with producing web content and in particular ads that contain functionality such as animation, without having to write any actual code.

Objectives

The Building Web Ads course introduces you to building web adverts in a variety of sizes ready to use on advertising networks such as Google's own Adwords.

YOU WILL LEARN TO:

- Create new adverts
- Add and format content such as text, images and video
- Animate and control items
- Create different types of ad such as expandable, interstitial etc..
- Use 3D tools to manipulate items
- Create and manage links
- Work with keyframes in your animations
- Output your adverts to a useable format

Course Content

GOOGLE WEB DESIGNER INTERFACE

Basic setup
Advanced setup
Creating new document
Setting up the environment
Pages
Components
Shortcuts
Views
Design view
Code view

TOOLS

The tag tool
The pen tool
The stroke tool
The fill tool
The hand and zoom tools

CREATING AND MODIFYING CONTENT

Adding text
Adding images
Adding video
Formatting text
Image and video properties
Adding shapes
Working with colour
Creating hyperlinks

CREATING ANIMATIONS

Using the timeline
Using components
Quick mode v Advanced mode
Inserting keyframes
Animation repeat

3D TOOLS

The 3D tools
Applying the 3D tools
Creating 3D animations
The 3D grid

AD TYPES

Banner Ads
Expandable Ads
Interstitial Ads

PREVIEWING AND PUBLISHING

Previewing your ad or animation
Publishing your ad or animation

