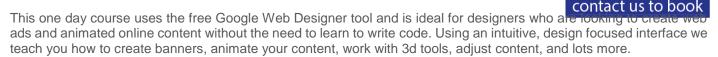
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# Google Web Designer - Build Web Banners

**Duration**: 1 Day

#### **Overview**



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