

Course Outline

Introduction to Google Web Designer

Duration: 1 Day

OBJECTIVES

This is an introductory course for designers new to Google Web Designer. In this course, students will learn to create interactive content and web ads using text, graphics, video and animations. The course focuses on the essentials, and emphasises best practice throughout the course.

PRE-REQUISITES

None other than basic IT competency.

COURSE OUTLINE

Working in Google Web Designer

- Creating a new Document
- Setting Project Dimensions
- Working with the Interface
- Setting Preferences
- Ad Types: Banner, Expandable, Interstitial

Creating Projects

- Adding text and images
- Formatting text and images
- Using the Pen and Shape Tools
- Adding Video
- Video Properties
- Working with Colour

Creating Responsive Layouts

- How Responsive Design works
- Using the Responsive panel
- Adding breakpoints
- Resizing the viewport

Creating Animations Designer

- Creating a new Document
- Setting Project Dimensions
- Working with the Interface
- Setting P

3D Animations

- Understanding the 3D tools
- 3D Translation and Rotation
- Creating 3D Animations

Publishing Projects

- Previewing your project
- Understanding cross-platform compatibility
- Troubleshooting