



# Certificate in Adobe Web Design

## Overview and intended audience:

**Course description:** This hands-on course delivers 50 hours of classroom instruction supplemented with outside class assignments. The learning objectives of the class are: to develop technology skills and soft skills of student learners to enable them to plan, design, build, promote and maintain a fully functional website.

The course encompasses 4 major (overlapping) learning areas:

## 1. Software tools

**Photoshop CS4** for retouching and optimizing photos and other raster (pixel)-based graphic files

**Illustrator CS4** for creating vector graphics, including logos, posters and menus

**Fireworks CS4** for creating Web graphics, including buttons and animated GIFS

**Dreamweaver CS4** for creating an HTML-CSS Website:

**Flash CS4** for creating animations, picture galleries and event calendars for your Website

**Bridge CS4** for managing offline assets

**Hosting Admin Panel** for managing site assets and pre-built modules such as a [Blog](#) and [Shopping Cart](#)

## 2. Technologies

"Alphabet Soup" (HTML, CSS, JS, SWF, AS2, AJAX, PDF, XML)

## 3. Soft Skills

- Interview a client, assess client's needs and develop a custom Website plan
- Plan and schedule the processes involved in developing a website from initial planning to final delivery, on your own or in a team environment
- Identify web development best practices and intelligently discuss the pros and cons of various Web development options
- Attract traffic to a website using leading web marketing resources, including Search Engines

## 4. Web Design and Functionality

- Design and modify spot graphics of various kinds, including logos, banners, posters, post cards, thumbnails, etc.
- Qualify for Adobe Web Application Development (optional) in order to take your skills to the next level
- Create a Website with the functionality listed below:

**FUNCTIONALITY:** Your final Website Project Site will have the following functionality, each with its own page accessible by a **Button Link**.

LINKS	Website page by page functionality
HOME PAGE	Flash and Photoshop art melded into a cool ‘n’ catchy home page / front end; Flash (SWF) elements to attract and engage the user (banner, ad, logo, picture gallery); home page is clean and clear as to the purpose of the site
CONTACT US	FORM for capturing user input (name, email, etc. – using PHP)
ABOUT US	Basic HTML page with general information
MENU	PDF downloadable / printable menu of choices available on the site
MULTIMEDIA GALLERY	SWF / Flash-based picture gallery and an MP3 player / Jukebox! (time permitting)

## Course expectations and requirements

### Attendance

100% attendance is the goal. If you look over the schedule, you’ll see that if you miss even one class, you miss out on a lot of content (one class could be half of Flash, all of Search Engines, etc.)

### Class participation

Relevant questions pertaining to the topic at hand are welcome! Be an active, not passive learner. The most important aspect of class participation is mental attendance. It’s been proven time and time again that daydreaming in computer class, even for a moment, means instantly getting lost.

### Homework

You will receive assignments after each class. These assignments will reinforce and support the skills and tools covered in class. It is vital that you do the homework because the pace in class will be fairly brisk. There isn’t enough time in class to adequately practice the skills you will be learning.

### Project

Each student will build a fully functional website.

### Course Prerequisites:

**Desire:** You must truly want to become skilled / knowledgeable in Web design and development.

**Time:** You need enough time in your schedule to attend classes and do the homework (approximately two hours for each hour of class plus additional time practicing)

**English proficiency:** listening, speaking, reading

**MS Windows skills / basics:**

Basic keyboard skills including: text entry, selecting, formatting, copying, pasting, deleting (typing fast not required) navigating through Windows files and directories (folders); opening and saving files, switching from one program to another; quitting vs. closing an application, strong “mousemanship”, scrolling, right clicking, moving the cursor quickly and effortlessly, being able to quickly and effortlessly navigate to and open files is a must.

**Internet use / Web surfing ability:**

Ability to use a Web browser and navigate to a Website

Ability to use a Search Engine, especially Google to find Web pages or images

**A computer of your own**, or outside access to one (in order to complete homework assignments)

Computer must be of sufficiently recent vintage to support Adobe CS4 or at least CS3 applications.

**Adobe CS4 software** may be downloaded for free for 30-day trial or may be purchased through Pace Computer Learning Center (Adobe Authorized Training Center) at discounted (educational) prices.

**What you do NOT need to know to take this course:**

**Design skills:** none required

**Adobe programs:** no experience required but a definite plus

**Computer programming / HTML:** no experience required but a plus

**E-commerce / Web marketing:** no experience required

**Windows computer / PC:** Outside computer can be a Mac, although minimum system requirements apply.

**Classroom resources:**

**Instructors:** Adobe Certified Experts

**Pace Computers:** Each student has his/her own computer with all the necessary Adobe CS4 software ready to go

**Projector:** Your Adobe Certified Expert instructor demonstrates all steps on a projector

**Book:** Your book, which was developed for this course, includes the following:

- concepts and explanations
- step-by-step instructions
- screenshots for reference
- supplementary exercises (homework)
- glossary
- appendix of resources (web links and recommended books)

**Note:** No, everything is NOT in the book. Your book is a reference - not a substitute for classroom attendance and doing homework assignments.

**While the course focuses on the Adobe Creative Suite 4 products, here are some of the additional skills you can expect to learn throughout the course:**

- Become proficient with the Adobe Creative Suite--the digital design world's hottest apps! Learn Photoshop, Illustrator, Dreamweaver and Flash—plus so much more!
- Learn essential (basic) ActionScript, XML, HTML and CSS
- Manage assets shared by multiple apps using Adobe Bridge
- Develop powerful logos, banner ads, navigation interfaces and more
- Customize content for various browsers and monitor resolutions
- Synergize your workflow as you seamlessly switch from app to app
- Acquire the skills of web Project Management as you learn the steps for taking a Web development project from idea to deployment
- Make the Web work for you with best-practice Search Engine Optimization techniques
- Develop fundamental visual communication and graphic design skills
- Learn how to design Website(s) tailored to specific target audiences
- Learn the do's and don'ts of pitching a design-development job to a client
- Find out how to access the Web's vast trove of tutorials, templates and support groups
- All this in a real world scenario environment
  - - upload project files to your own hosting account folder (provide by PCLC)
  - - learn how to register, host and transfer domain names

## Course outline / topics:

### Class 1

Introduction and overview of class

Photoshop

- Imaging
- Tool bar
- Layers

### Class 3

Photoshop

- Non-destructive editing
- Magnetic lasso
- Masking
- Layer effects
- Quick Mask Mode

### Class 5

Dreamweaver

- Building a site
- Adding pages
- Tables
- Graphics

### Class 7

Dreamweaver

- Cascading Style Sheets
- Naming
- attaching css to HTML pages
- Types of CSS
- CSS lists

### Class 9

Illustrator

- Understanding vectors
- Working with files
- Selecting and scaling shapes
- Applying color
- Stacking and grouping objects
- Working with transparencies
- 3D effects
- Layers

### Class 2

Photoshop I

- Creating a logo
- Logo design principles
- Selection tools
- Magic Wand
- Layers
- Transform and scale

### Class 4

Dreamweaver I

- Web Planning Q&A
- Creating a site
- Looking at HTML screen
- Defining template

### Class 6

Dreamweaver

- Creating Reusable content
- Templates
- Anchored links
- Library items
- Editable regions

### Class 8

Dreamweaver

- Class based CSS
- FTP to host server
- Hosting a Website and Domain registration

### Class 10

Illustrator

- White arrow selection tool
- Swatches and gradients
- Creating a button
- Magic wand

## **Class 11**

### Illustrator

- Layers
- Align palette
- Symbols palette
- Moving items between layers

## **Class 12**

### Flash

- Flash file types
- Flash player
- Property inspector
- Drawing shapes
- Drawing and grouping shapes
- Modifying shapes
- Breaking shapes apart
- Time Line
- Layers
- Frames and Keyframes
- Shape tweening
- Organizing content
- Using the library
- The stop command
- Looping

## **Class 13**

### Flash

- Object oriented programming concepts
- Beginning new projects from a template
- Bringing flash into Dreamweaver

## **Class 14**

### Flash

- Action Script 2.0
- Parameters and labels
- Strings and buttons
- Instances
- Events and event handlers
- Publishing the HTML page
- Creating and coding VCR style buttons

## **Class 15**

### Flash

- Movie clips
- Creating movie clips from scratch
- Targeting movie clips via action script
- Batch processing Slideshow images in Photoshop - for Flash movie clip
- Nested functions and else statements
- Logical operators

## **Class 16**

### Flash

- Sound object
- Creating a flash jukebox
- Action script and object oriented programming
- Dynamic text
- Concatenation of variables

## **Class 17**

### Dreamweaver

- CSS Templates
- Floats (no tables)
- Dividing a page into sections
- Compound CSS
- Creating columns with floats

## **Class 18**

### Dreamweaver

- AJAX / Spry Widget drop down menus
- No Tables CSS site with Spry widget

## **Class 19**

### Miscellaneous

- HTML Forms
- PHP to process form
- Customizing PHP file

## **Class 20**

### Fireworks

- Modifying template
- Slicing in Fireworks
- Rollover buttons / image swap

### Dinner

Presentation of Student Web Sites

Debrief / Lessons Learned

Graduation (Certificates presented)

Follow up course to **Adobe Web Design** is the **Adobe Web Application Development** course.

**Pace University Computer Learning Center is an Adobe Authorized Training Center. You will find state of the art computer labs, convenient locations, subject matter experts and certified instructors ready to teach you the current tools and techniques in all the Adobe software products.**

### **Two convenient locations:**

#### **1 Martine Avenue**

The Joseph A. Lubin Graduate Center

White Plains, NY 10606

Phone: 914-422-4054

#### **551 5<sup>th</sup> Avenue**

The Fred French Bldg. corner of 45<sup>th</sup> St. and 5<sup>th</sup> Ave.

New York, NY 10176

Phone: 212-346-1771



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