



GRAPHIC
DESIGN
SCHOOL

Foundation Web Design

Course Brochure



Web Design is so much more in-depth than **“just another format of Graphic Design.”** Which is why we’ve kept it separate from all of our other courses.

This course focuses on **User Experience** (UX) and **User Interface** (UI) design while considering colour, type, interactivity, formatting constraints and responsive design. We teach web in a way that makes sense of the nonsensical world that is the World Wide Web.

Graduates will gain the confidence needed to be able to market their web design skills at the end of the course. The course will familiarise you with the unique design considerations that only come into play when designing for screens. Students will master **responsive design** (the tough technical term for designs that work on **desktop, tablet and mobile...** All at the same time!)

This is a **no code course!** What that means is that students will not need to learn HTML, CSS or JavaScript in this course, instead we keep everything focused in the wonderful world of design and teach the use of publishing platforms to get our designs online!

The 6 Modules within this course have been designed holistically, aimed to nurture a designer who is new to the sphere of web and internet technologies, through the design and deployment process of a complete website.

Upon receiving their final module grade, students will be issued a **Certificate of Completion**.

The great news is enrollments for the Web Design course are taken all year round!



Do you still have questions?



For all questions and support send us an email at info@thegraphicdesignschool.com

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There are many job definitions within the web design discipline. **A Web Designer is a person who creates the visual elements of websites.** Web designers design the overall look for a website and let a Webmaster/Developer do the actual coding. Most often, they are also proficient with Web graphics and images.

The course will **equip you with the skills necessary to understand information and interface design**, and the ability to plan and design a multi-page website project. You will learn how to create a wireframe and a working prototype of your final web design project using Adobe Experience Design.

Who is the ideal candidate for this course?

- **A print designer** who wishes to branch out into web design
- **A self taught designer**
- **A web developer** who aims to enhance their skills by learning web design
- **A person with an interest in web design** with a beginner level of skill in Illustrator, Photoshop or Xd
Students have **6 months to complete the course.** As the course is entirely self paced, students can study online and in their own time. **Approximate time to complete the course is 200 hours.** This may vary from student to student.

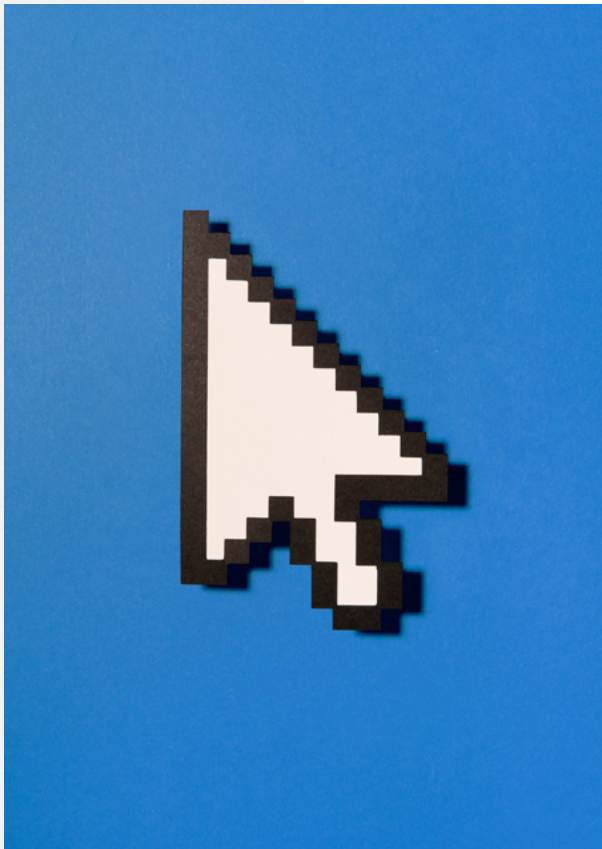
What you will learn

- An advanced understanding of the principles of graphic design for the web/screen environment.
- This course gives you the ability to plan and design a multi-page website project, wireframe and design a website using Illustrator, Adobe Xd or Photoshop, or a combination of the three programs
- The ability to plan and design a multi-page website project.
- Wireframe and Design a website using Illustrator, Xd or Photoshop, or a combination of the three programs.



Why don't we teach back-end development in this course?

Back-end web development is a profession in itself. **Web designers and developers communicate with each other** and blend their skills to create complete website projects!



Module 1

Offers an overview of what role an understanding of graphic design plays in web, UI and UX design. Students will examine the fundamental principles and philosophies of graphic design from the new perspective of working within the constraints of designing for the internet. Module 1 will coalesce these skills together to bring students to the point of laying out an online feature article.

Module Content

- **Definition** - A definition of web design and its associated and specialised industries.
- **History** - The history of digital communication from Blaise Pascal's numerical proof for the calculator to Modern times. Major milestones are marked with defining moments from that year, decade or era
- **Roles** - Explanation of the various specialities and roles within the field of web design and development. An understanding of the skill sets involved in these roles.

Learning Outcomes

- Understanding of the principles of user-centered design and its application in web design.
- Understanding of the principles of information design.
- Understanding of the principles of interface design.
- Advanced understanding of the principles of graphic design for the screen environment.
- Understanding of the role of markup languages for web design and what they do.
- Ability to plan and design a multi-page website.



Module 2

Module 2 explores the use of images, multimedia and web-unique elements in website design. In this module students will critically analyse the use of these web design elements, accounting both for their effectiveness in the design and also their performance on the site. Module 2 will also begin to foster students' understanding of the role of wireframe prototypes in a web page's design and how to implement a grid system over a page.

Module Content

- **Vocabulary** - Learn many of the most common file-types and documents encountered online both as a user and designer.
- **Elements** - Look into the most commonly utilised web design elements
- **Hierarchy** - Explanation Of the purpose and use of hierarchy in page layout design to make user readable and understandable interfaces.
- **Grid Systems** - Introduction to grid systems in website design. Students will look at applying grid layouts to a page in order to size, shape and position their web elements

Learning Outcomes

- Define resolution and identify standards for print and for screen
- Understand image file formats and compression for use on the Web
- Compare and understand different image techniques used in Web design
- Identify grid systems and how they are utilised
- Understand how grid systems are used in planning and developing an interface design
- Improving interface design with learnt skills



Module 3

Module 3 builds a familiarity and experience with working and designing for a fully scoped website. Students will expand upon their knowledge of single page hierarchies and design systems and translate into multi-page and multi-level website structures.

Module Content

- **Information Architecture** - The categorical or structural description of a website, looking at how the user will journey through the site and how to give a consistent, layout to multi-level sites.
- **Taxonomy** - The descriptive terminology used to label items, pages, or products in an online shop, blog or portfolio.
- **Target User Analysis** - How to define the key demographics and descriptors for user groups high value and vital user groups to the site. Analysis looks at the intent, digital literacy and conversion efficacy of these groups
- **Responsive** - Introduction to designing to differing screen and interface devices.

Learning Outcomes

- An understanding of the role Information Architecture plays in mapping out a website's design.
- Apply procedures to create target audience demographics and design for their needs.
- Understand how to shape designs around the limitations and constraints of current day interfaces and accessibility requirements.
- Simultaneously work their designs to both desktop and mobile users, whilst still making effective considerations for intermediary devices.



Module 4

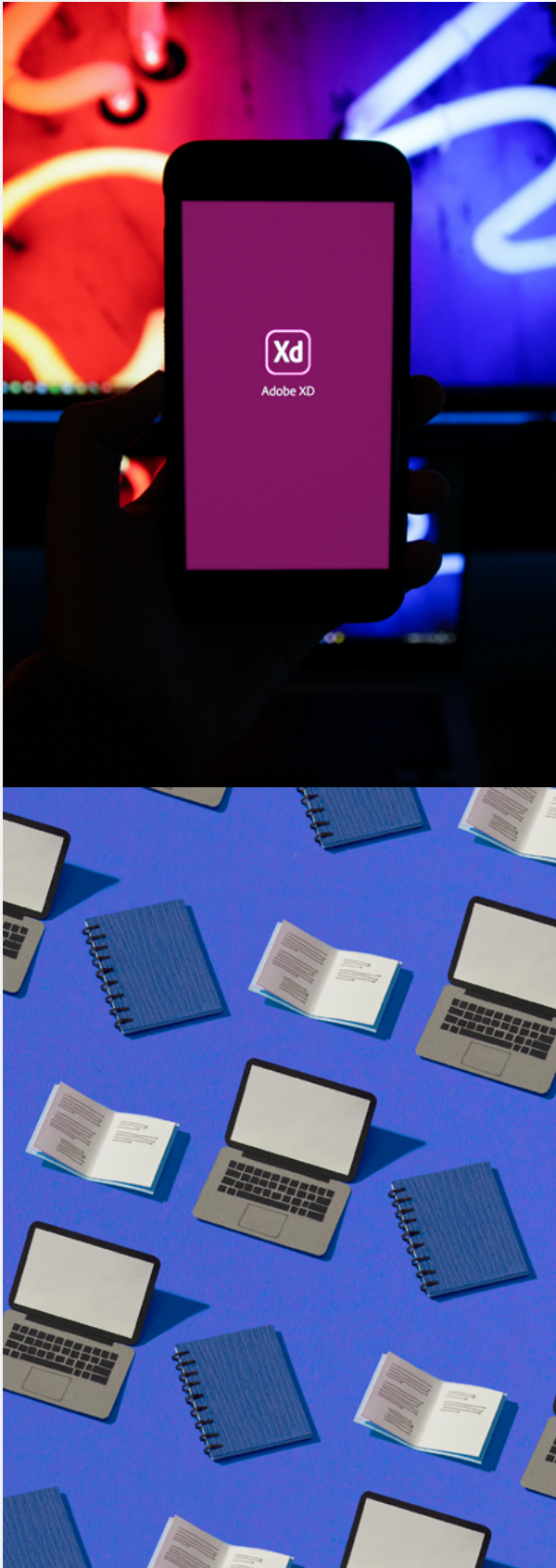
In Module 4 students will begin to work on their Main Web Design Project for their work in the Web Design Course. Students will be allowed to **choose their website design client** from a list of supplied clients, create a site for their own design work or choose a real world client of their own.

Module Content

- **Design Brief** - The aspects of written analysis looked at in each of the earlier modules will now be applied to the student's chosen project.
- **MVP** - The Minimum Viable Product is the minimum level of design necessary in order to demonstrate how the site will look and feel to the client.
- **Specifications Document** - Students completing each assessment in this module will consider each aspect of the design process, including product research and scheduling.

Learning Outcomes

- Students will work to create a full and professional level design brief for a newly created (or completely redesigned) website.
- This design brief will include the research and presentation requirements for the specification documents included in a professional website design project.
- Additionally, with their work in this design brief, student's will learn the proper presentation of visual web elements in a printable or digital document.
- Lastly, students will workshop a single webpage design from written User Interface description to a fully rendered mockup in, presented in Adobe Xd.



Module 5

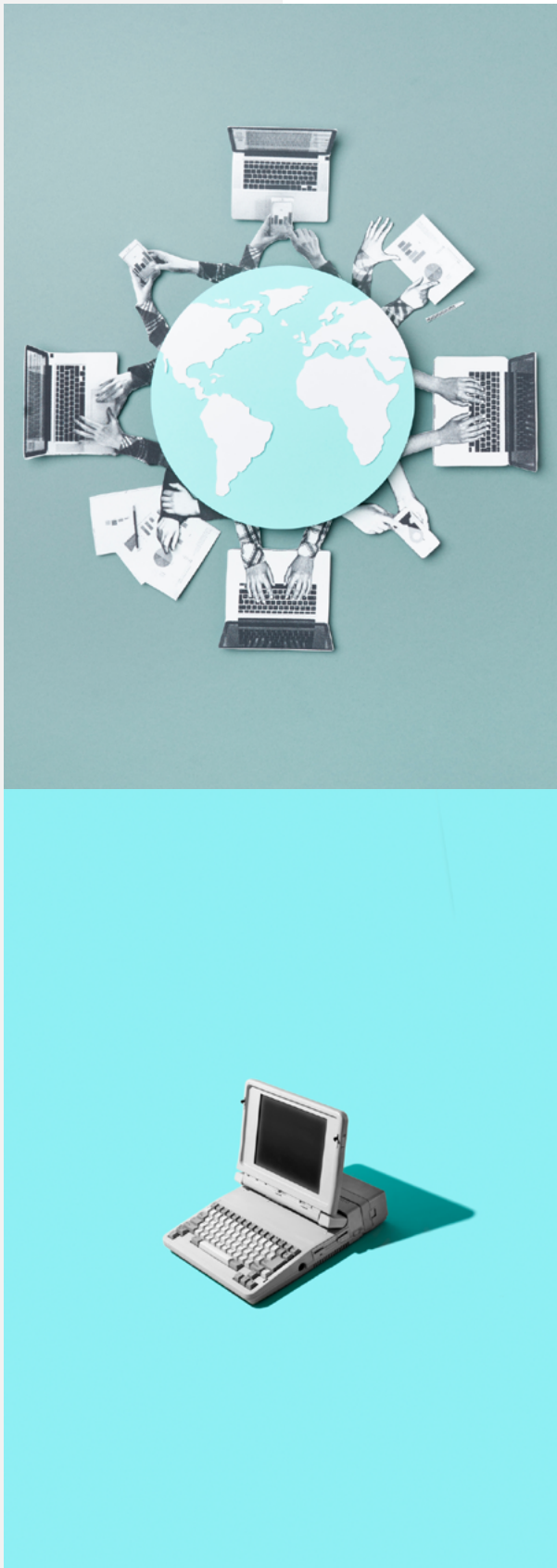
Module 5 simulates the design process after the review of the Minimum Viable Product. Students will be tasked with incorporating client feedback into their design and then extending that design from a one page render to a full prototype.

Module Content

- **Prototype** - Create an Adobe Xd prototype of the site. This includes all unique pages, structured with correct hierarchy and hyperlinking.
- **User Interface** - How to approach User Interface (UI) design when working with desktop and mobile devices. Students will look at rules and guidelines to make sure their work is always accessible.
- **User Experience** - Students will be taught the sciences of User Experience (UX) design

Learning Outcomes

- Students will extend a single page render in Adobe Xd into a fully interactive prototype of a website, with both mobile and desktop layouts.
- In making their Adobe Xd prototype interactive, students will gain hands-on experience in hyperlinking pages in a website according to the guidelines of Information Architecture Design.
- Having applied feedback and tutor suggestions from the previous module, students will use Adobe Xd Components to adapt their designs globally whilst always taking into account the guidelines of UI and UX design.
- Students will critically analyse a website 's design, specifically evaluating the effectiveness of their Information Architecture, user navigation features, layout and device responsivity, accessibility and the presentation of it's visual design.



Module 6

Module 6 students take their finished website prototypes and deploy them to the internet using their own chosen publishing platform. Students will develop an understanding and competency with major world-wide publishing platforms, from there they will choose one platform and build their entire website's design.

Module Content

- **Publishing Platforms** - An online service that web designers can utilise in order to deploy their designed sites live to the internet. Squarespace, WordPress, Shopify and Wix are all covered in this course.
- **Deploy** - The process of converting a designed Adobe Xd prototype into a working, functioning and interactive website.
- **Domain Name** - The process of creating, configuring and deploying a domain name live. Additionally looking at the colloquial expectations of different domain names and how to pick one that is best for the intent of your site.

Learning Outcomes

- Back in Module 4, students were asked to choose their Main Website Design Project. This was a choice of; a personal portfolio, a website for a client, or an example project suggested in the course. In Module 6, Students will take this site online using their choice of Publishing Platform,
- Familiarity and competence with major publishing platform tools, including the pros and cons of each system, as well as understanding how to use their interface.
- Students will analyse and reflect on both the less and more successful aspects of their Adobe Xd design in a live, deployed website.

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Enrolment & Payment Plans

Web Design course enrolments are currently closed while we work on updates. When we are open for enrolments we can let you know, if you would like to be on the list of people to notify email us at [info!](#) We support **VISA, MasterCard & PayPal**. Enrolment for all courses (except the Upgrade) is provided via the TGDS website. Web enrolment is available 24/7. Payment options include **Visa, MasterCard & PayPal**.

Foundation Web Design

Option #1

Payment in full

\$3500 AUD

Total payable \$3500

[CLICK HERE](#)

Foundation Web Design

Option #2

6 x Month Payment Plan

\$620 AUD

Total payable \$3720

[CLICK HERE](#)

Please read the Student Information Handbook prior to enrolment, this handbook can be downloaded before you enrol on the website. [Click here.](#)

Electronic Funds Transfer details are available on request email us at [info](#) if you need an invoice or a quote. We do not accept cash.

Feel secure with our 7 days Money Back Guarantee!



Get in Touch

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