Blue Sky Graphics

Course Syllabus for Web Design and UX-UI

GENERAL INFORMATION

Subject:	Web Design and UX-UI
Code	0330
Type:	Graphic Design Studies
Location:	Online based Virtual Classroom (GoToMeeting, TeamViewer and Moodle)
Format	One-to-one classes
Hours:	32 meetings x 90 minutes Time for portfolio allocation each week (2-4 hours)
Tutors:	Mr Chen Kahlon Mrs Lori Peretz Ms Milena Milosavljevic Mr Han Soloman Mr Andrew Robey
Class Schedule:	Mondays- consult timetable Tuesdays- consult timetable Wednesdays- consult timetable Thursdays- consult timetable Sundays- consult timetable

Contact us	E: info@blueskygraphics.co.uk T: 020 7 459 4342 (Mon-Sun: 08:30 – 21:30) W: www.blueskygraphics.co.uk A: Blue Sky Graphics Ltd, International House, 64 Nile Street Shoreditch, London N1 7SR

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INTRODUCTION TO WEB DESIGN, UX-UI AND TRAINING

- Web Design and UX-UI with Elementor & XD builds on prior foundations of graphic design with a special emphasis on composition for mobile apps and websites. From building and interactive websites, banner, apps to digital branding – web design is everywhere. Our web design course prepares you for an exciting career that can take you on many diverse paths.

- Our course embraces the recent advancements, developments, and changes undergone by the creative industries. The main benefit of using Elementor is that you can create impressive page layouts and designs. Elementor is highly search engine optimization (SEO) friendly on WordPress and was built with the strictest code standards and delivers the best performance when creating page designs.

- The aim of the course is to develop and show evidence of your creative and technical skills, in the form of a 'live' websites you have worked on. This evidence is what you work towards as well as a *Diploma Level Award* 3 in *Creating a Website* and Level 3 Diploma in *Creative iMedia*.

- During this course you will be trained in several key areas which also include: web design, graphic composition, colour theory, design rules, web interface design, constructing home pages and intranet web pages including niche website design. This will all be implemented through a variety of applications across building software such as Photoshop, Illustrator, WordPress, Elementor- a drag-and-drop page builder plugin that replaces the basic WordPress editor with a live frontend editor facilitating complex layout visual creation.

- You will work with Adobe XD program, designing applications and learn how to work with developers in the future. Many web designers strive to become web developers- these are professional who designs both the external look of the site and the internal infrastructure and use programming and mark-up languages include: HTML, XML, CSS, Python, Java, JavaScript, jQuery, PHP. We do not offer Web Development degrees.

PREFACE

- Whilst it is not always necessary to have formal qualifications to become a web designer in the UK, most designers have experience in other types of design. It is important to have done some training in web design such an gaining a Diploma and building a portfolio through online course delivery. A solid portfolio of work is a crucial aspect of becoming successful in this field. At Blue Sky Graphics we equip you with a commercial portfolio through training delivery but are not educational accreditation or university affiliated.

WORKLOAD

Activities	Number of hours
Practice with the 19 **A to S** core web design competency skills	48
Attendance at office (Shoreditch)	0
Attendance at virtual classroom	48
Preparation of work, site pages, projects, etc.	32-40
Homework assignments	27-32
Preparation for portfolio	58
Attendance at tutorials	48

COMPETENCES

The development of interpersonal skills.

- ☐ Participating in small groups (online live tutorials) and in group work and group projects (Corporate training only).
- ☐ Taking responsibility for one's own learning with some monitoring on the part of the lecturer.
- ☐ Being involved in activities where consensus is sought.
- ☐ Attention to detail,
- ☐ Communication,
- ☐ Creativity,
- ☐ Problem solving,
- ☐ Technical ability,
- ☐ Decision Making,
- ☐ Time management,
- ☐ Related subjects,
- ☐ Computer science,
- ☐ Graphic Design,

LEARNING OUTCOMES

A) Being confident and flexible in identifying and defining visual website problems and being able to apply the appropriate knowledge, tools and software methods to solve them through UI and UX.

B) The acquisition of communicative and design methods for composition on desktop, mobile, tablet multimedia devices.

C) The ability to learn design language and its most relevant applications with contemporary digital design culture and corporate society.

D) To build your own website.

E) Learn about the frontend and backend of a WordPress website, how to install WordPress plugins and themes, and the tips needed for building and maintaining a WordPress website.

F) Meet Elementor – powerful plugin the help us to build a website without a single code.

G) Learn how to build a landing page for your clients.

H) Using HubSpot plugin to organize and generate leads.

I) Typography and colours in digital design.

J) Composition & Contrast.

K) Create Pages and Add to menu and build custom header & Footer.

L) Using Pop ups for efficient marketing.

M) Page 404 theory and practice.

N) Make your website responsive to all screens (tablet, mobile, desktop).

O) Animation in web design.

P) How to integrate a Blog in our website.

Q) Using SEO in our blog and Website.

R) Connecting the website to google console and Google Analytics.

S) Being confident and flexible in identifying and defining problems and being able to apply the appropriate knowledge, tools / methods to solve them.

UNIT CONTENTS

Unit 1

Meet Elementor and its powerful plugins. Build a website without a single code.
Learn how to build a landing page.
Using various plugin to organise and generate leads.
Typography and colours in digital design.
Composition & Contrast.
Create Pages and Add to menu.
Build custom header & Footer.
Composition: make your website responsive to all screens (table, mobile)
Animation in web design.
Integrate a Blog onto website.
Using SEO in our blog and Website.
Connecting the website to google consol and Google Analytics.

Unit 2

Online lecture: Adobe XD - Typography and colours in digital design
Online class: Composition & Contrast - App Design
Online lecture: Grid system in app design
Online class: Build a full website design with Adobe XD
Online class: Prototyping & adding interactivity to Adobe XD
Online class: Mockups for Websites and Apps

METHODOLOGY

Students are encouraged to learn as autonomously as possible, acquiring the knowledge and skills

targeted in each unit and of additional material used in the virtual classroom.

Theory-based classes:
Theory is delivered through practical application in class.

Practical classes:
Students will work with a set of materials aimed to provide them with the necessary skills to comprehend and produce web design. Classes are predominantly practical.

ADDITIONAL PURCHASE INFORMATION

REQUIRED SOFTWARE: Adobe Photoshop, Adobe illustrator & Adobe XD

As we are a remote training centre we do not have a license to give this to you so you will need to either have the Creative Cloud software preinstalled or if you do not have this, the most economical way is to purchase an online subscription. You will be eligible for the student discount subject to terms and conditions and ahead the course commencing we will help you install the discounted subscription.
The student discount is a heavily subsidised discount for students and valid for 10 months at £16.24 per month (correct as of 03/02/20) using link: https://www.adobe.com/uk/creativecloud/plans.html

Your tutor will help you to do this during the pre-orientation session ahead of your start date as well as systems speeds and sound checks.

Host site: You are also required to purchase a domain name and hosting for your portfolio site (about £50-60 yearly)Each student will get the plugin Elementor pro (49£) for free for his or her own website. https://elementor.com/pro/

Recommended reading and basic texts for theory.

The Elements of Typographic Style by Robert Bringhurst

Renowned typographer and poet Robert Bringhurst brings clarity to the art of typography with this masterful style guide, The Elements of Typographic Style. Combining the practical, theoretical, and historical, this latest edition is completely updated, with a thorough exploration of the newest innovations in intelligent font technology, and is a must-have for graphic artists.

Web Design And Using Elementor For WordPress: A short guide on creating a good looking website by Carlos G.

Straightforward writing on building website. Useful background text to grasp the basics, but more delivered in class. It offers straight-talking advice on how to establish your design career and suggestions for running a successful business.

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