

ADOBE DREAMWEAVER



Autumn Term: Thursday 12th October – 14th December 2017

Spring Term: Thursday 18th January – 12th March 2018

Course Tutor: John Gridley

Course Overview

Dreamweaver is the most powerful web design software available. It allows you to publish and create interactive projects, without much prior technical experience. You will learn how to plan and design your website effectively for desktop and mobile devices. We will teach you how to create a really inviting home page and how Dreamweaver works closely with Photoshop to create web optimised graphics. You will learn how to create and produce exciting content for your pages, which will encourage people to visit your site. Content will consist of both text and pictures, and you will be taught how to use and prepare both.

This course assumes that you have no prior knowledge of HTML, CSS or Dreamweaver, but a basic understanding of Photoshop would be useful. We will provide you with the training that will help you become an excellent web designer.

You will also be given an introduction to Cascading Style Sheets (CSS) as means of not only styling text, but also positioning objects within a web site. The tutor will also show you how to buy a domain and choose the best hosting provider for your project. Finally, you will be shown how to send your website live and to promote it, using basic digital marketing techniques.

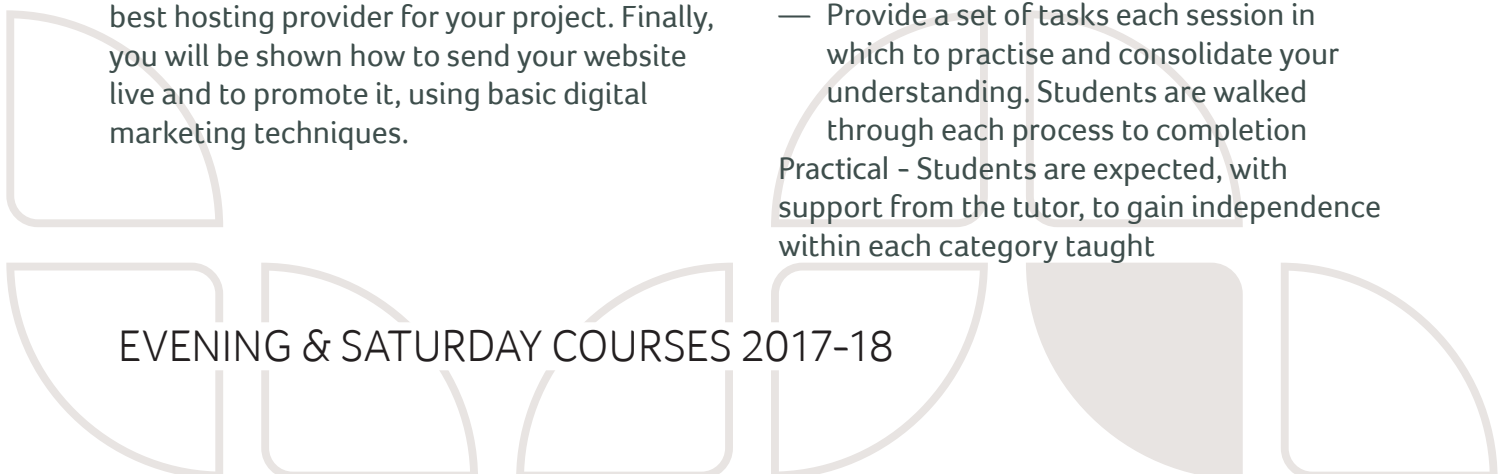
The Course Includes

- Core Dreamweaver concepts
- Overview of the Interface and toolset
- Basic instruction of HTML & CSS
- Working with Images
- Working with the Assets panel and Library items
- Connecting your website to the Internet, uploading and maintaining files
- Basic Digital marketing techniques for promotion
- Course files & exercises to take away
- Post course support via email

Course Aims

- Provide you with the ability to produce accurate and functional websites with ease
 - Strong emphasis on design, accessibility and search engine optimization techniques, whilst giving you a clear understanding of HTML syntax and the correct use of CSS
 - Learn valuable real world hints and tips
 - Cover all main topic areas, as well as best practice principles
 - Provide a set of tasks each session in which to practise and consolidate your understanding. Students are walked through each process to completion
- Practical - Students are expected, with support from the tutor, to gain independence within each category taught

EVENING & SATURDAY COURSES 2017-18



Course Outcomes & Assessment

The goal of this course is to give the student a comprehensive overview, understanding and hands-on experience working with Adobe Dreamweaver.

All students with 100% course attendance will be issued with an official AUB Short Course Certificate of Attendance detailing course contents, and study hours.

Entry Requirements

This introductory course assumes students possess no previous knowledge and is suitable for beginners, or those with some previous knowledge who wish to improve their understanding.

This course will be of more benefit to you if you have access to a computer with Adobe Dreamweaver outside of the class in order to practice your skills between sessions.

Basic knowledge of Adobe Photoshop would be useful but not essential.

Adobe Student discount for subscribing the Creative Cloud, is available to eligible students on short course enrolment.

Additional Benefits

- Welcome Pack
- Access to AUB library
- Eligible for NUS Extra card
- Eligible for Adobe Discounts
- Access to specialist resources
- Coffee Vouchers
- Discount options via Suppliers
- Materials

Sessions 10 weeks

Fees £299

Booking Online: aub.ac.uk/courses/short-courses
Phone: 01202 363222
Email: shortcourses@aub.ac.uk
Facebook: facebook.com/shortcoursesAUB

What You Need to bring

All course materials are included in the course fee.

