



Professional Education Programs

Course Overview

Web Site Design

The World Wide Web offers numerous opportunities for everybody, being a commercial organization or an individual, to have an online presence for various personal or business-oriented reasons. How successful an online presence and its strategic goals is, is greatly affected by the impression that visitors gain from visiting and interacting with the respective Web site. The Web is a new powerful medium with its own design rules and guidelines. How should the site be structured to promote easy navigation? What colors and typefaces should be used? How do rich interactive media increase the popularity and attractiveness of the Web site? How usable from the design perspective is the Web site? These are some of the fundamental questions for which answers will be provided in this course. The course will further provide hands-on experience on Web design using the Drupal CMS and its presentation templates and on rich interactive content creation using Adobe Flash.

- Objectives**
1. To give insight on good web design and site navigation principles, as well as on web usability and user acceptance evaluation criteria (theory)
 2. To offer hands-on experience on web design theory deploying the Drupal CMS (lab)
 3. To introduce the audience in designing and developing attractive and interactive rich media web content using Adobe Flash (lab)

- Who should attend**
- Web site designers
 - Web developers
 - Web usability consultants
 - Web site content providers
 - In general, communications, marketing and design professionals who need to develop high-quality Web sites in-house

Prerequisites Familiarization with web terminology, web browsers, html, rich media content creation

Duration 2 days, 8 hours per day
December 6,7, 2010
9:30 – 16:15

Instructor Dr. Sofia Tsekeridou, Assistant Professor, AIT
Eri Giannaka, Research Scientist, AIT
Menelaos Bakopoulos, AIT

- Course outline**
- 1st Day - Web Design and Navigation Principles, Web Usability
 - Planning a Web Site, Do's and Don'ts
 - Site Page Layout and Character
 - Style and Consistency, Colors and Typefaces
 - Navigation and Ease of Use
 - HTML/XHTML, CSS
 - The importance of high quality Web content
 - Web usability criteria and testing





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- 2nd Day – Hands-on Experience on Web Design and Interactive Content Creation
 - Web Design Lab using Drupal CMS
 - Understanding Content Management Systems (CMSs)
 - Content management and Presentation Templates
 - Personalization, Search
 - User Management, Media Management
 - Administration
 - Interactive Rich Media Content Creation using Adobe Flash
 - Flash Interface and Authoring Environment
 - Flash basics: movie creation, timeline, layers, keyframes, scenes
 - Graphics, text and animations creation and editing
 - Symbols and Instances
 - Interactivity (buttons)
 - Sound and video
 - Movie testing and publishing
 - Actionscript 2.0 basics

Tuition Fee Single Participation: 750,00€
Discount Policy
Cancellation Policy

Program Registration <http://hermes.ait.gr/registrations/multiple.php?prog=257>

Contact Catherine Cynthia Protonotarios
Executive Training Manager
Tel+30 2106682806, extn 5806
Fax+302106682844
excedu@ait.edu.gr

