

Designing content for Multiple Devices : From desktop to mobile devices

Introduction

Nowaday, viewing web content has extended beyond desktop to mobile devices such as mobile phones and digital tablets. User-friendly interface and ease of accessibility to desired information becomes an even more crucial factor especially in small screen devices such as the mobile phone.

This course focuses on creating a website that offers good interface design, ease of accessibility to information, adaptive site layout that display content in different screen size such as desktop, tablet and mobile.

Course Objective

Upon completion, participants will acquire the skills/techniques to :

1. Create a fully functional website using web authoring software
2. Create content for different mobile devices such as mobile phone, tablet and desktop
3. Design a single site layout that adapt to different screen size across different devices.
4. Utilise the different design visual elements to create an aesthetic-looking website with good user experience across the different devices.

Who Should Attend

Corporate communication executive, marketing Communication executive, personnel dealing with marketing/publicity materials, anyone who is interested in gaining additional skills set in creating print and online media.

Course Outline

- ⇒ Understanding the importance of design principles in creating good website design and layout across different devices
- ⇒ Applying the fundamental of content creation for online media
- ⇒ Create basic adaptive web layout using Adobe Dreamweaver
- ⇒ Apply principle of interaction design across different devices
- ⇒ Incorporate interactivity in a site that is fully functional in different devices
- ⇒ Working with images, text, graphics and video

Duration

3 days