

/9 months
/280h

WEB DESIGN

ing

oad

3 REASONS TO CHOOSE WEB DESIGN AT LSD

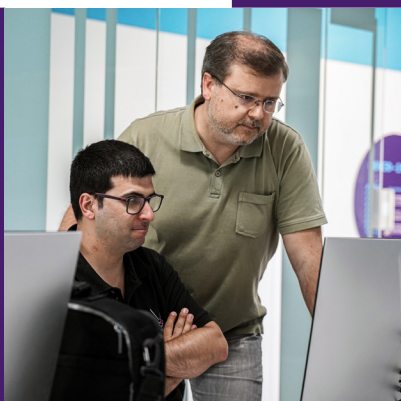
1.

You will master creating websites and other graphic projects for digital devices in a positive and inspiring environment.



2.

You'll have access to a unique methodology with a theoretical and practical approach aligned with the job market.



3.

State-of-the-art equipment and teachers who are motivated and experts in the web design field.



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WHERE YOU CAN WORK AFTER TAKING OUR COURSE

OWN AGENCY
WEB DESIGN COMPANY
WEB DEVELOPMENT COMPANY
DESIGN AGENCY
PUBLICITY AGENCY
DIGITAL MARKETING AGENCY
VOCATIONAL SCHOOL

PROGRAM

01. DESIGN

Project Theories and Methodology: Briefing; Analysis, benchmarking and research; Information architecture; Site map; Website categories; Multimedia concept. Typography, Color and Shape: Typography; History and concept; Web typography; Color psychology; Color on the web and marketing; Principles of the theory of form; The theory of form on the web. ADOBE Photoshop: Image processing; Types of images; Photoshop on the web. Animation principles and Advertising: Introduction to animation principles; Storyboard; banners; animated gif; ADOBE Illustrator: The vector; Logo creation; Illustrator on the web. Interface Design & Usability: Usability heuristic; Principles of a "good" website page; Synthesis: usability, navigability, interactivity and accessibility. Web Design/Layout: Basic elements of design and interaction; Basic concept of a layout; Home page; Wireframes and Mockups and Tools; Responsive layout, grids; History of web design; Graphic expression and new trends. Project/Design: Creation of responsive website.

02. PROGRAMMING

Development of a project: Client - Server Model; Information transfer protocols; HTML/CSS - HTML5/CSS3: Structure; Concept and types of tags; Formatting via CSS; Construction of Forms; HTML for newsletters; Media queries; Multimedia Elements (Audio, Video). Algorithm and logic: Logical execution of tasks; Abstraction and logic concepts - Data types, variables, functions, cycles, objects). Javascript: HTML Integration; Variables, arithmetic operators, display of results; Functions, Events; Forms Protection; animations. jQuery: Differences between jQuery and Javascript; Integration with HTML; Animations and task execution; Integration of jQuery-based frameworks (Slick.js, Colorbox, Validate.js). ADOBE Animate Workshop: Presentation and Concept; Create and use Assets; animations; Export. Bootstrap Workshop: Framework description and explanation; Practical use. MySQL: Relational Model; Entities, Attributes and Relationships; Using MySQLWorkbench; Use of PHPMyAdmin; SQL queries. PHP: Integration of PHP with HTML; Arithmetic Operators; Functions, Treatment of data coming from the form; Connecting to a database and obtaining data; Upload. Project.

03. WEBMARKETING

Importance of Marketing: The New Economy and Consumer in the Digital Age; Main Disciplines of Digital Marketing and Agencies in Portugal. Digital Marketing Plan: Definition of strategies; Target Audience Segmentation; Marketing and analysis tools; Control and ROI; Main Metrics and Indicators of Digital Marketing; Google Analytics Basics. Digital Marketing Methodologies, Tools and Techniques: Web Intelligence: Websites; E-commerce website, Blogs, Landing Pages; IF THE; Copywriting; newsletters; Social Media Marketing; Reputation Management; Adwords and Display campaigns; Remarketing. Digital Assets and Audiences: Agencies; Main Positions and Functions; Briefing; Target, Personas, Audiences; Leads/Sales; Notoriety and Engagement. Practical Class: Exercises from the Briefing: Marketing Plan, Web Copywriting, Newsletters and Adwords Advertisement.

EXTRA-CURRICULAR/OPTIONAL

Copyright; The contact with the client; Launching your own business, communication; The importance of Networking.



INFO

DURATION
9 MONTHS
280 HOURS

CERTIFICATE
ISSUED BY
SIGO PLATFORM.



VALUE

APPLICATION FEE
€280

SINGLE PAYMENT
*€3080
*€280 DISCOUNT
INCLUDED

MONTHLY PAYMENTS
12 X €280

MORE PAYMENT
OPTIONS AVAILABLE
AT WWW.LSD.PT

DATES, SCHEDULES & PROMOTIONS

ALL THE INFO AT
WWW.LSD.PT



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