Adobe Photoshop for Web

Duration: **1 Day (9am – 4.30pm)**

Course Pre-Requisites: **No prior Photoshop experience is necessary! This course is designed for beginners. However, some familiarity with web design concepts would be advantageous.**

Resits: **1 Free Course Resit**

Certificate: **All attendees will receive a certificate of completion.**

Course Overview:

This one-day course teaches you everything you need to create graphics and interface elements for the web using Adobe Photoshop. It's ideal for web designers who want to build visuals directly in Photoshop and for marketers who need to whip up banners, ads, or email signatures. We'll cover the latest Photoshop CC updates and handy features like artboards, smart objects, and streamlined web export.

Who should attend?

- Web designers who want to build graphics directly in Photoshop for streamlined integration into web projects.
- Marketers needing to create simple banners, ads, and graphics for websites, social media, or email use.

Course Outcomes:

By the end of this course, you'll be able to:

- Set up web-friendly documents and understand how to create appropriate layouts.
- Design with layers, text elements, and shapes, ideal for website building.
- Master Smart Objects and styles to keep your designs flexible and easy to update.
- Apply basic color adjustments and add effects for a polished look.
- Export your work using Photoshop's optimized web tools.

Training Modules Overview:

1. The Photoshop Interface
- Get familiar with menus, panels, workspaces, and those essential shortcuts.
- Learn about Photoshop settings and how to find help resources.

2. Photoshop Fundamentals
- Understand resolution (PPI) and its impact on web graphics.
- Learn how to resize images and work with web-optimized color modes (RGB).
- Explore common image formats for different web uses.

3. Selection Techniques
- Master image selection using various tools (Marquee, Lasso, Quick Selection, etc.).
- Get precise with advanced selection refinement in the Select and Mask Workspace.

4. Introduction to Colour Correction
- Use adjustments like Hue/Saturation and Brightness/Contrast.
- Apply non-destructive edits with Adjustment Layers.

5. Layers
- Work confidently with layers, the foundation of Photoshop editing.
- Create, rearrange, rename, and merge layers.
- Understand layer opacity, blending modes, and layer styles.

6. Type
- Add and format both point and paragraph text to your images.
- Explore options to rasterize or save text as vector shapes for the web.

7. Cropping and Transforming
- Crop images to a desired size or to expand the canvas for extra design space.
- Learn to transform, rotate, and align elements within your images.

8. Projects
- Design a Facebook cover image and a web banner.

9. Output

- Learn how to save images for the web with the right settings for fast loading.
- Master Photoshop's "Save for Web" and "Export As" tools for optimized output.

10. Creating Animations

- A brief intro to creating simple animated GIFs for the web.