



# WEB DESIGN

## *Course*

on starting, i would like to talk about how many courses are in course line and their name as well. total of 24 courses are in web designing program .some of name such as Image Processing,Typography,Marketing Concepts for the Web,Data Processing Technologies,Web Design & Development II,Portfolio Production and so on. these will explained on next pages and also some benefit.

# **Image Processing**

Digital Image Processing means processing digital image by means of a digital computer. We can also say that it is a use of computer algorithms, in order to get enhanced image either to extract some useful information.

## **Benefit of this course:**

As a subcategory or field of digital signal processing, digital image processing has many advantages over analogue image processing. You can download the file in 53 seconds. It allows a much wider range of algorithms to be applied to the input data and can avoid problems such as the build-up of noise and distortion during processing.

# Typography

Typography is the **heart and soul of any design**. This course provides participants with a solid understanding of type and how to use it as a key element in any design. It covers the possibilities of typography, by combining it with other design elements such as illustrations and images. Through projects and guidance, participants are able to make the optimal usage of their data.

## Advantage:

- 1 It attracts and holds the audience's attention. Used correctly, typography can convey a certain mood or feeling. ..
- . 2 It is reader friendly. Using fonts that are clean and easy to read are key to any presentation. ...
- 3 It establishes an information hierarchy. ...
- 4 It helps to create harmony. ..
- . 5 It creates and builds recognition.

# Web marketing

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands.

## Usage of this subject:

To have an effective marketing campaign, you must reach the right people. You have to reach people interested in your business and that want to hear from you. Out of all the perks, the most significant advantage of online marketing is the ability to target people specifically.

Targeting people with traditional marketing methods is difficult.

# Data p Technologies

Data processing, Manipulation of data by a computer. It includes the conversion of raw data to machine-readable form, flow of data through the CPU and memory to output devices, and formatting or transformation of output. Any use of computers to perform defined operations on data can be included under data processing.

## Process:

- Validation – Ensuring that supplied data is correct and relevant.
- Sorting – "arranging items in some sequence and/or in different sets."
- Summarization (statistical) or (automatic) – reducing detailed data to its main points.
- Aggregation – combining multiple pieces of data.
- Analysis – the "collection, organization, analysis, interpretation and presentation of data."

# **web d and developemnt**

Web design and development is an umbrella term that describes the process of creating a website. Like the name suggests, it involves two major skill sets: web design and web development. Web design determines the look and feel of a website, while web development determines how it functions.

## **future benefit:**

1. Provides a Better First Impression. Having a website that is professionally designed ensures your site will give visitors a good first impression.
2. Boosts Revenue. A professional, well-designed website will attract visitors and help boost revenue as a result.
3. Helps Keep Up with Competitors. In order to keep up with competitors you need a website that is equipped with the latest design trends, which can be achieved through ...

# portfolio

A digital portfolio is a powerful way to show a potential employer who you are and how much you've accomplished in your career so far. Read on for some tips and tricks to creating an eye-catching digital portfolio so that you're prepared for any new opportunity that comes your way.

## why best portfolio is :

- Access to Portfolio Templates. One of the major pros to a digital portfolio is that when you go with a web-builder, such...
- Easy to Update. Another benefit of a digital portfolio is your ability to make changes from the comfort of your desktop...
- Save Money on Printing. Though print images of your work can be beautiful to look at, they can also cost quite a bundle,...
- Quick to Share or Send. Have a recruiter on LinkedIn asking for your portfolio, or get an email from a potential client...

# illustrator

Adobe Illustrator can be defined as the software which was the only software previously that was made for graphic designers. It was first developed in 1987 with a full-featured program for windows.

## how to use for to draw:

There are dozens of ways to sketch, trace, and draw in Illustrator. Draw smooth lines and freehand curves with the Pencil tool. Or create elegant curves and precise angles with the Curvature tool and adjust your drawing without switching tools. Try Draw smooth lines and shapes with the Pencil tool and Draw and edit curves for hands-on practice.

## end Report