

Web Design Award

For any business, having a professional website is essential. A business's website is the key focal point for brand awareness, customer engagement, customer communication and, quite often, sales.

Whether you want to learn web design to start a new career or simply want to expand your skillset and be able to confidently liaise with website developers, our Web Design Award will give you all the skills you need.

In the award you'll cover a wide range of topics from planning, design and initial build of a business website, Search Engine Optimisation (SEO) best practice and how to ensure you have the correct SEO in place on a website, through to working with images to produce professional looking graphics for your site.

There are three courses in this award; WordPress for Business, SEO for Business and finally you can choose from Adobe Flash, Illustrator or Photoshop.

This award can be studied completely online so you can choose when and where you would like to study, and as with all our training, it is self-paced so you work through each section in your own time, giving you the ultimate flexibility and ability to build and expand on your website design knowledge.



Is the Award for me?

If you would like to get to grips with how to design and build a business website, this is a great place to begin.

Ideal if you're a small business owner, entrepreneur or simply want to add Web Design skills to your CV, our Web Design Award will provide you with the skills you need to create and maintain your own website.

Award Outline

There are three courses in the Web Design Award.

- **WordPress for Business**
- **SEO for Business**
- **Adobe Flash, Illustrator or Photoshop**

"Without Pitman Training, I wouldn't have the skills or confidence I needed to get my career going.

I now feel really confident about the future and love my job - it's perfect for me."

Amy, Admin and Digital Assistant



The CPD Standards Office
CPD PROVIDER: 21121
2014 - 2016
www.cpdstandards.com



Get the Pitman Advantage™

Pitman Training Web Design Award

WordPress for Business

WordPress is recognised worldwide as one of the most popular online blogging tools used by millions every day. WordPress has evolved a great deal and is now widely used as a full content management system where you can design, build and create a professional website.

Our online WordPress for Business training course is specifically designed for those of you wishing to learn how to create a business focused website. Throughout the course you'll learn more about WordPress and why it's a great tool to help you create a business website. You'll learn about designing a site and how to physically create a website. You'll gain an understanding into best practice when creating the website content and, once you've got your site ready to go live, you'll then cover how to enhance your WordPress website using SEO, how to monitor and track the success of the site using Google Analytics and how to report on its progress and success.

Throughout the course you'll undertake various exercises to consolidate what you've learnt at each step. You'll also have two months access to a domain on which you can practise your skills meaning you get hands-on, practical experience.

SEO for Business

SEO for Business is a short online course that starts to take the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.

The course starts at the very beginning, defining what SEO is and why it's important, before delving into how different search engines work and what they're looking for.

Guiding you through, step by step, you'll understand the 'science bit' and you'll then see how to tap into this to get your web pages and social media content more visible through search engines.



Guideline Learning Time

49 hours flexi study
or 2 weeks full-time*

*Full-time is based on
approx 20-30 hours a week

For further information, a free one to one consultation, or to book a free demo contact your local Pitman Training Centre

www.pitman-training.com

Either Adobe Flash

Unlike other Flash courses, ours is designed to bring you up to the industry standard required for creating Flash animation or movies. After your Flash course, you'll be familiar with Flash to the level of the Adobe Certified Associate qualification. Over 15 detailed course units, you'll develop an in-depth understanding of every aspect of the program.

Among the many subjects covered are using the interface, the Flash editor, entering and formatting text, creating layers, the Flash library, creating animations, making animations interactive, working with rich media content and conducting technical tests.

or Illustrator

With Pitman Training you'll learn to exploit all of the inbuilt features, including creating distinctive vector artwork, utilise precise drawing tools and a host of shortcuts to help you create your designs confidently and with ease.

Illustrator CS5 offers you fantastic features like perspective drawing, draw shapes and scene in 1-, 2-, and 3-point linear drawings. Plus you'll learn to add character to imagery with the Bristle Brush tool and create vector objects on a file's pixel grid to deliver pixel-aligned raster artwork.

or Photoshop

Adobe Photoshop is a global industry-standard application which enables users to edit, change and manipulate digital images and photographs.

This Photoshop training course is suitable for beginners and will teach you everything you need to get started and work with your own images. You can do this course if you want to learn the programme for your own use or if you are looking to start a career in photography, graphic design or web design for example.

Study Options

This course can be studied online. This means, you have the flexibility to study our Web Design Award:

- In centre, with our friendly course advisors available for support and guidance as and when you need it
- At home or from work - with support via email or telephone during working hours
- On a blended mix - in-centre for the modules you need help with, at home or from work for those you are gliding through.

Once you're ready to go ahead, all you need to do is contact your nearest Pitman Training centre who will be able to talk you through the process and set you up on the online platform, and then you'll be ready to study the Web Design Award at a time and place convenient to yourself.



Get the Pitman Advantage™