

Using Photos and Diagrams on the Web

Effective use of photos and diagrams on web pages can improve reader numbers and give much better communication, especially when the content is complex or technical. If you'd like to implement better, more user-friendly Web pages, this is the workshop for you.

OBJECTIVES

Many Web pages are heavily text-based but if you want to communicate effectively with as many people as possible, the use of visuals is vital. In this workshop we show you how photographs, diagrams, graphs, maps and other illustrations can be integrated into your Web communication strategy. The approach will improve reader numbers and comprehension, especially if the content is complex.

OVERVIEW

Participants will learn:

- The different types of visuals and how to best integrate their use into web pages
- The explicit and implicit outcomes of using different designs and types of visuals
- Developing web-based diagrams to give best effectiveness
- The different uses of individual and combined visuals
- Visual dashboards for communication of key indicators
- How to simplify content without 'dumbing it down'

WORKSHOP TIMETABLE

The workshop is run over a single full day. The first session explores the different types of visuals – including photos, maps, diagrams and graphs – that can be used on web pages. We then look at the use of individual images, showing how they can be used to both promote reader understanding and also make the page more likely to be read. The next session examines how using multiple images can create an information-rich webpage that communicates without creating confusion or disinterest. After lunch we learn how to integrate text and visuals in web pages, and some of the other web ways large numbers of visuals can be communicated. Finally, we look at sourcing relevant and effective visuals and then participants apply the ideas covered in the day to their own websites.

Schedule

9:00am	Welcome.
9.05am	Different Types of Visuals <ul style="list-style-type: none"> - Photos - Maps - Graphs - Diagrams - Interactive visuals
10.00am	Uses for Individual Visuals <ul style="list-style-type: none"> - Branding - 'Eye candy', breaking-up text blocks - The different functions of captioned and uncaptioned visuals - The 'three layers' approach to using visuals
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Using Multiple Visuals <ul style="list-style-type: none"> - Photos-and-captions narratives - Comic instructional art - Galleries - Dashboards - Message cohesion
12.40am	<i>Lunch (45 minutes)</i>
1.50pm	Integrating Text and Visuals on a Web Page <ul style="list-style-type: none"> - Gaining a positive reader response - Catering for different levels of understanding - Comprehensiveness - Visual clarity - Click-on to enlarge - Galleries - Working with different screen resolutions

2.40pm	Producing Visuals <ul style="list-style-type: none"> - Selecting the appropriate visual - Developing criteria for effective visual production - Sourcing visuals
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Developing a Specific Website Strategy <p>Developing a strategy to implement increased effectiveness of visuals on your specific website</p>
4.15pm	<ul style="list-style-type: none"> • Summary
4.30pm	<i>Finish</i>

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has over a decade of experience as a Web Editor and has worked in both commercial and Public Service roles. He also edited a national Australian print magazine, has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author.

Enrolment Form - Using Photos and Diagrams on the Web

ABN 34073999185

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to courses@acorntraining.com.au

Venue: Acorn Training Centre: 74 Townshend St Phillip

Course date:

Time: 9.00 a.m. to 4.45 p.m.

Attendee	Email Address	Date of Workshop
1.		
2.		
3.		
4.		
5.		
6.		
Organisation		
Branch/Division		
Address		
Phone #		
Fax #		

Payment Details

Total price \$595 x _____ attendees = \$_____ \$545 early bird price (early bird applies up to three weeks before the date of the workshop).

1. Credit Card (Amex, Diners, Visa, MasterCard)

Name _____ Card No _____

Expiry date _____

2. Invoice

Signed off by _____ Name _____

Email invoice to:

Terms: Payment is due on or before the day of the course. Cancellation is accepted more than seven days prior to the course date otherwise another person may be substituted. You have purchased a place on the date shown above; changing your booking to a later day incurs an administrative fee. We suggest you send a substitute if you can't come at the last minute.

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