

Course Syllabus



Create Images for Business

Call +44 (0)1865 522 658

Objectives

By the end of this course you will be able to create images suitable for use in websites and social media. You will understand file formats and image resolutions, how to capture photographs and how to legitimately use other people's images. You will also be introduced to sources of free to use images.

Create Images for Business

Object 1 - Why Use Images?

- Why we like images
- How we are influenced by images
- Consider the purpose of images
- Examples of how images are used for marketing
- Infographics
- Selfies
- Images for adverts
- Brand images and colours

Object 2 - Photography Tips

- Camera and mobile phone photography
- Tablet and iPad photography
- Capturing people
- Photo quality
- Photography tips
- Social media profile images
- Permission Guide
- Photography Apps

Object 3 - Image Creation

- Rasters and vectors
- Images for print and for web
- Infographics
- Social media headers/covers and backgrounds
- Images with text overlay
- Screenshots
- Collages

Object 4 - Legal Use of Images

- Whether to use clipart or not
- The legal use of images and licences
- Googling images
- Stock images

Object 5 - Image Files

- File types and image compression
- Why compression is needed and what happens during compression
- Lossy and lossless
- Online image editors
- Online tutorials for Adobe Photoshop Express Editor

Object 6 - Sharing Images

- Sharing images on Flickr, Tumblr and Instagram
- Facebook and Pinterest
- Google Photos
- WordPress Image Galleries
- SmugMug Image Platform

Object 7 - Issues with Images

- ALT text
- Colour blindness
- Listening to images
- Pixelation of images
- Images that can't be viewed on a webpage



Summary

Duration: Materials access for 12 months
10 hours of course content
Price: £99 + VAT
Prerequisites: Broadband

Buy Create Images for Business Course



CPD Accredited Short Courses:

Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Support by email and exclusive Facebook group
- 12 months access



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)

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