



web design for the rest of us

Why is Xara Web Designer different?

Traditional web authoring tools are really just HTML editors - they are designed to create text layout. They provide few, if any, graphical capabilities. You are expected to use separate graphics tools to create your web graphics and photos. This is despite the fact that the vast majority of websites are primarily graphical designs, where the text element plays only a minor part in the overall design. In other words perhaps 90% of the effort required to design an attractive website is of a graphical nature.

Traditional web authoring tools tend to be complex to use, are often aimed at programmers, and provide features such as HTML and script editing.

Xara Web Designer is different. It takes a new approach to web creation by being design-based, not a technical, HTML or script based tool. It allows you, the web author, freedom to place anything anywhere on the page - text, photos, graphics, animations, widgets. You create your page in a WYSIWYG page layout way (What You See (in Web Designer) Is What You Get (on the final web page). It provides all the graphics features you are ever likely to require. No other software is required.

Further, it provides an easy way to create interactive effects, such as pop-up photos, NavBar menus or mouseover effects that are commonplace on the web. You can even create and include animated Flash. You can repel text around objects on your page, or have non-straight edges to your text - things that are traditionally very difficult, even for advanced webmasters or HTML coders.

And it does all this with not a single line of HTML or script required. Indeed Web Designer is not an HTML authoring tool - it provides no HTML code view, and no abilities to program Javascript. But it does provide the easiest, fastest way to create great looking websites, with none of the complexities or restrictions usually associated with HTML authoring.

And it includes a wide range of pre-designed web templates to get you started (whole pages and even ready-made sites, plus collections of individual items such as NavBars, icons, buttons, text panels, etc).

Template based web pages & sites

- Choose from hundreds of pre-built page designs created by professional designers, or even pick a ready-linked site
- Each can be fully customized; reposition objects, buttons, headings and photos, anywhere on the page with pixel accuracy via drag & drop
- One-click change of site-wide theme colors and linked shades. Any color, and shade you like. All page elements, text and graphics are automatically updated
- Drag & drop extra items from the Designs Gallery, such as

Product Information

- buttons, text panels, speech bubbles, widgets and more
- Add additional pages by dragging a new page layout from the Designs Gallery. All colors automatically matched
- Drag and drop replacement of photos with your own
- Click to edit - customize the text and links as you wish.
- Items repeated on every page eg NavBars or headings can be updated with a single edit

Or create your own designs

- Start with a blank page and add the key elements, photos, graphics and text, animations and Widgets, with absolute freedom to place anything anywhere.
- Pixel accurate text placement - across all browsers
- The freedom of design of Photoshop™ but with resolution independent vector graphics, non-destructive editing and all the HTML and Javascript created for you.

Add graphics

- Import a wide range of graphics types. EPS, PDF, layered PSD files, TIFF, RAW and of course GIF, PNG, JPG, and more
- Automatic optimization of photos and graphics
- Create and embed Flash files, with accurate, anywhere on the page, positioning
- Use the built-in graphics tools to draw common page graphics, such as rounded rectangles, with graduated color and transparency. Vector graphics tools include line and shape drawing, 3D extrude, soft shadow, bevel, mold, plus fill, transparency and feathering
- Or pick ready-made graphics from the Designs Gallery which includes button bars, icons, misc web graphics, text panels, headings and more, all easily customizable
- Full support for transparent PNG images.



Add animation, Widgets and effects

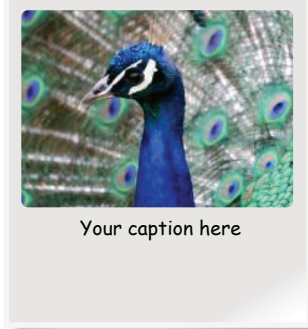
- Really easy mouseover (rollover) and pop-up effects
- Add DHTML menus to your NavBars
- Easy thumbnail creation with animated pop-ups
- Create Flash animations or animated GIFs
- Pop-up layers (containing text, graphics and photos)
- Make your site more dynamic by adding Widgets such as Google Maps, YouTube movies, Picasa photo albums or slideshows, news feeds, forms and e-commerce solutions
- A wide selection of popular Widgets is included, plus there are thousands of third party widgets now available.



Product Information continued

Work with photos

- Includes a non destructive, ultra fast, photo tool, with crop, auto-enhance, adjust contrast, brightness, blur, sharpen, red-eye correction plus advanced content aware scaling and a panorama maker
- Replace photos in the templates by simply dragging and dropping your own on top, or add new photos by dropping them into the required place on the page
- Automatic conversion of photos to the correct optimized format at web resolution
- Easy thumbnail creation with animated pop-ups
- Designs Gallery includes a collection of ready-made customizable photo objects and frames



Work with text

- The first web authoring software to provide automatic text flow around irregular shapes such as photos, and text anchoring.
- Simple text objects, resizable text columns, or flowing text frames, all placed with pixel accuracy
- Live, interactive font size and font style selection
- Check-as-you-type spell check in 7 languages
- 'Stretchy' text panels and buttons that accommodate different column width or height
- Any text can be rotated, even columns of text, any angle
- Add soft shadows, transparency or even color fills to text
- Import (copy / paste) text from Word, or RTF format including all text styles.

Create presentations

- Create web-based 'slide-show' type presentations that your site visitors can step through using the keyboard arrow keys.
- You can even remotely host a web meeting (a Webinar) sharing your presentation, step by step and page by page, with an invited audience

For the web

- Add page titles, descriptions and keywords for SEO
- Add page tracking (e.g. Google analytics) per page or for the whole website
- W3C compliant and cross-platform, cross-browser compatible (IE6+, Safari, Chrome, Firefox, Opera) and XHTML.
- Auto created Sitemaps for search engines

Preview & publish

- One click browser preview (all popular browsers)
- One click publish (FTP upload) to your web server.
- Allows multiple user-definable FTP profiles
- Includes a free web hosting option from MAGIX Online World, including 500MB storage and a domain name.

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Other Resources

- The Xara website, including intro movies and free trial download: xara.com
- Demo movies: xara.com/webdesigner/demos or on YouTube at: YouTube.com/user/XaraVideo
- Example site: webdesigner.xara.com (This is included as an intro / demo document with the program)
- User forum: talkgraphics.com
- FAQs: support.xara.com
- Follow Xara on twitter: www.twitter.com/xaragroup

Why Xara Web Designer?

- No HTML or Javascript required.
- One software package to create and publish your site. Web Designer offers all the tools you'll ever need for page layout, graphics, text, photos and animation, from concept to completion.
- Complete design freedom; you can literally place anything anywhere on the page. Effects that are traditionally difficult to achieve in HTML editors - such as text with curved edges or at an angle - are a snap in Web Designer.
- It's genuinely WYSIWYG, what you see in Web Designer is exactly what you get on your web page.
- A choice of professionally designed templates, for quick, great looking results. Customize as much as you need or create pages from scratch.
- A great rapid website prototyping tool.
- Loads of clever, time and effort saving tricks such as text flow around objects, buttons and text panels that automatically expand as you enter text, easy mouseover, menu and pop-up effects, and one click changing of site wide theme colors.
- Works with industry standards - W3C compliant and cross browser compatible.
- Outstanding value for money.
- Produces compliant, efficient, compatible websites



System Requirements / Pricing

- Windows® XP/7 or Vista
- 256MB RAM, 400 MB available hard disc space
- Format: download
SRP: \$99.99 or £89.99 inc VAT or Euro 99.99 inc VAT.