Google Web Designer to simplify the building of ads

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(Phys.org) —Back in June, there was talk of a Google plan to launch something called Google Web Designer, which would be a free development tool to create web sites and ads, built with HTML 5. The words for when it was to be available were "soon" and "in coming months." As of Monday, the word is out and it is official. Google's Web Designer tool to help ad makers is finally here, in beta, available and free for download for Mac and Windows. Google Web Designer has a large central area for building projects and editing code. The area is surrounded by tool bar, tool options bar, timeline, and panels that let you do such tasks as modify elements, add components, and add events.

Sean Kranzberg, engineering manager, Google Web Designer, described how Web Designer was going to have an impact on advertisers' efforts, if not struggles, to easily create advertising on mobile devices. "By now, it's evident that multi-screen consumption is the way of the future; mobile and tablet devices are becoming consumers' first screens, so the content that is developed needs to work seamlessly across these screens," said Kranzberg. "Until recently," he said, "advertisers didn't have the tools they needed to easily develop content fit for today's cross-screen experiences." There have been too many choices to make when developing for mobile – "too many platforms, browsers, and devices to build for, and no tools that simplify the development process."

Google Web Designer will make a difference, providing an HTML5 build of content across desktops, smartphones, and tablets. "We think that Google Web Designer will be the key to making HTML5 accessible to people throughout the industry, getting us closer to the goal of 'build once, run anywhere,'" Kranzberg said. Once the designer is done creating content, Google Web Designer outputs clean and readable HTML5, CSS3, and Javascript. Google Web Designer has options for those with skills in coding and design. With each feature set, there appears to be two optional paths, for experienced coders versus amateurs eager to create something professional nonetheless.

As for code, the Google Web Designer team said, "Let us handle the HTML5 and CSS3 so you're free to focus on what you love to do," but its page also carries a message for those who feel "more hands-on." Code can be tweaked by hand. All the code is hand-editable, said Google. "Your ideas are now amplified by code, not restricted by it."

Users will be able to build animations scene by scene with Quick mode. In Advanced mode, users have the option for more control over page elements. Web Designer carries a suite of 3D rendering tools and illustration features. Google Web Designer will make it easy to publish

ads through any platform, according to the company. "Choose from DoubleClick Studio or AdMob, or go for the Generic option to push content through any other ad network. No coding required." Google also said users will receive product updates automatically, without having to re-download the application.

More information: [adwordsagency.blogspot.com/201 … ow-available_30.html](adwordsagency.blogspot.com/201)
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