

Google Web Designer	Jesse van Ameri	Overall Rating = 3
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Google Web Designer

The Good	The Bad	The Bottomline
<p>Easy Interface / Lots of tutorials / professional software, good alternative for adobe CC / Lets you make banners the "Flash" way, but codes it in CSS</p>	<p>/ Only meant for making (advertisement) banners / Part of Google / Numbs your sense of the coding in the background / Program cannot (yet) provide what it promises: making banners usable for every device/browser.</p>	<p>Google Web Designer is NOT a website designer (click-bait much). It is made to make banner/advertisement designing easier and more accessible. I could see casual users prefer this program to Adobe CC (which is a monthly subscription). It can be used by designers but is not a must-have, especially if you do have the adobe programs.</p>

Google Web Designer	Jerzee van Meel	Overall Rating = 3
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Specifications

The official website of the tool is

<https://www.google.com/webdesigner/>

The tool is made by

Google, 'The Google Web Designer team'

You can find the official documentation on:

<https://webdesigner.googleblog.com/>
<https://support.google.com/webdesigner/>

Is there a user forum/ bug tracker/ issue tracker and if so where?

<https://groups.google.com/forum/>

I reviewed version 1.5.0 of the Software The interface:

- what is it : application
- what is it for ?website making and posting
- this tool functions : after download and install
- this tool is available for : Windows
- this tool is : Free Beer
- does this tool have a paid version available? no

Review

The user interface:

First couple of minutes I tried to make something myself, but could not really find the logic. I have opened up some templates, but could not find any logic there either. The interface is reminiscent of an adobe program. It looks organized and professional. It's not a program to instantly use.

Tutorials / Instructions:

useful / helpful : 4

clear : 4

quick and easy to understand : 5

What notable things do other users say about this tool? (either good or bad!)

The HTML source isn't the worst I've seen — although it suffers from an overload on unnecessary divs, ids and classes — but it's shocking to find that it only works on Webkit browsers. That's right, 50% of your audience won't be able to see your lovingly-crafted animations. Far more people could view Flash-based advertising. - Craig Buckler, Sitepoint.com

Testing the tool (learning by doing — trial and error) What would/could a designer use this tool for?

The tool is created by google to make creating (animated) banners easier. This app is in particular made to make google advertisements easier. It makes a big part of coding visual in a drag and drop interface.

Depending on what kind of free this tool is, how "free" is this tool really?

It is not free in many ways. First of all, it is not free in the sense of open source. It's a closed off program made by Google. It is offered for free by Google to make advertisement more accessible. It is also not free in the way that it numbs the designers relation to the coding in the background. Google Web Designer creates codes for you, but in that way it also keeps you from knowing what it is doing for you.

Please add any additional comments below:

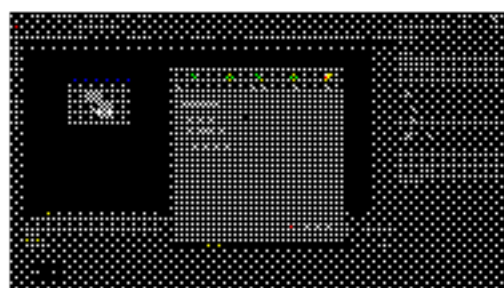
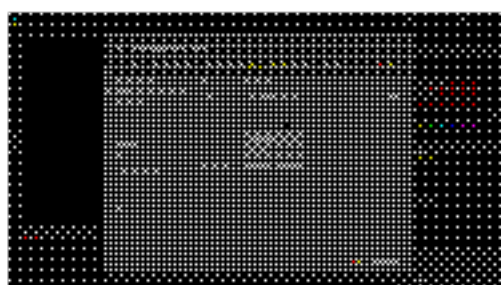
n/a

As an official reviewer for the Great Free Graphic Software Review I confirm I have filled in the above review at the best of my abilities, with care, patience and without prior prejudice, so help me Tux.™

Jesse van Meel, 30/09/2017

Images

Interface



Tasting the tool

