

# Learn Google Web Designer, Useful Tool in Creating Websites

Google Web Designer is definitely a useful design tool that a web design company can use. But can this tool help you design and create a full-fledged app?

Google is one of the strongest brands worldwide. In 2013, the tech giant released a free HTML5 development app.

If you are one of those people who are wondering if Google Web Designer is useful for creating websites, you need to continue reading this article. Google Web Designer is definitely a useful design tool that a web design company can use. But can this tool help you design and create a full-fledged app?

In this article, Tipsmake will try to conclude whether Google Web Designer can be used to create websites. But before we discuss this, let's discuss a few metrics and what is Google Web Designer?

## Some figures about Google Web Designer

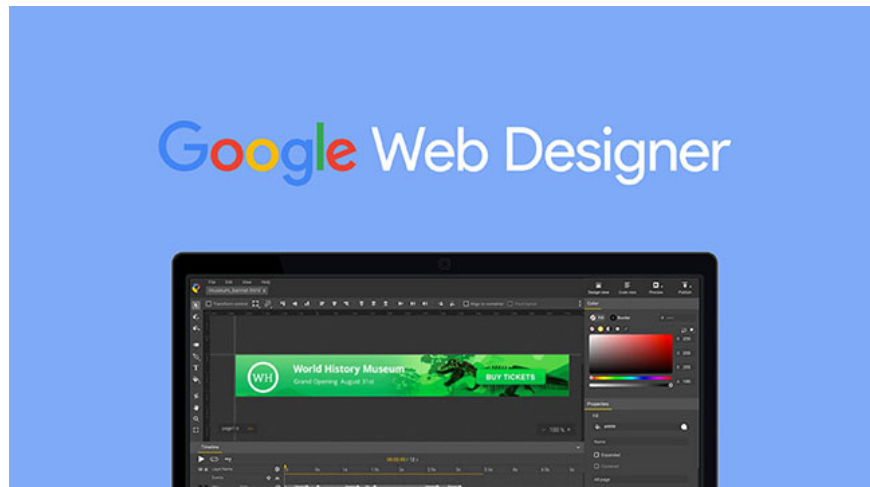
Since the launch of the Google Web Designer software in 2013, the software has been constantly evolving. After its launch, 5,504 websites used the Google Web Designer tool to develop their websites. Currently, 2,175 live sites are using the software, and more than 7670 sites are already using Google Web Designer.

So what is Google Web Designer and what makes it such a popular tool for designers?

## What is Google Web Designer?

Google Web Designer is one of the responsive web design services programs on the market that helps you create interactive HTML5 websites as well as promotional banners. It is an editor that allows a web designer to create interactive HTML5-based designs. Google Web Designer is also a standalone software available for Mac, Windows, and Linux.

Google Web Designer is a simple and easy-to-use tool, even for beginner web designers, in creating cross-screen compatible content. There are a number of features in Google Web Designer, like automation, that help designers create better UX/UI development services without the headache of how it looks. Motion graphics and design Google Web Designer makes websites work on any device and makes it the perfect tool for creating animated ads and HTML5 designs.



## Some features of Google Web Designer

Several features have made Google Web Designer one of the most used tools for creating websites that provide good user experience design.

### Flexible layout

The width and height styles when set to the top and left are done using percentages. This allows the site to reposition by growing and shrinking according to the device while not changing the overall structure. With a fixed layout, even a small change requires the user to manually move every element in the container.

### Event system

This feature allows you to create highly interactive UI/UX development services, including documents, timeline actions, and any other elements relevant to every element of Google Web documents. Other designers. You can create innovative designs by setting new custom actions in JavaScript.

### 3D environment

Google Web Designer provides a 3D rotation tool for users to scrutinize the results of an element from all sides. To rotate an object, you must click and drag.

### Automatic HTML conversion

With Google Web Designer, you can automatically convert any page in Google Drive to HTML. Google Drive, often seen as a backup or a sharing platform, etc. to Google Web Designer, as it facilitates launching HTML pages from Drive. In addition, you can preview the HTML generation process from any device.

### DoubleClick Studio Publishing

With DoubleClick, Studios Google Web Designer facilitates cross-screen conversion, allowing you to create ads for both desktop and mobile. Google Web Designer has a wide range of features such as maps, image galleries, videos, and interactive features needed to provide better user experience design. Once the design is complete and ready, you can publish it directly into the studios.

## **Build your own component (BYOC)**

The BYOC (Build Your Own Component) feature that Google Web Designer provides allows you to not only build components, but also enhance existing features. In the ZIP file, custom components are included. These components will become a native component once imported into Google Web Designer.

## **Animation mode**

Google Web Designer offers two animation modes Advanced and Quick with various options, such as timeline events, filtering, and automatic keyframe generation. Both modes have their own benefits, such as with Quick Mode you can go through each scene, while with Advanced Mode you can control individual frames.

## **Custom colors**

A vibrant color palette can be selected from Google Web Designer. It also allows you to create complex gradients and new colors that can be saved as custom templates.

## **Groups**

Google Web Designer has groups that allow you to design reusable objects, and any changes you make are immediately reflected in the group. This saves copy and paste time. In the absence of a group, without affecting the file size, it will be saved as a companion file.

## **Improved web components**

Google Web Designer allows you to provide responsive web design services with its enhanced components like 360 gallery, iFrame, Canvas shapes, maps, videos, YouTube, etc. It also has features Gesture section (gestures) helps to perform clicks, touches, mouse tracking and many other touch gestures. Google Web Designer also features TaptoCall

## **Design templates**

There is a wide range of media templates available with Google Web Designer. With these templates, you can create fully functional ads and customize them.

## **Conclude**

Any web design company can use Google Web Designer, as it provides a great interactive interface that can create successful animations. It is also useful for prototyping. In fact, CSS# animations on HTML5 are created using Google Web Designer. However, Google Web Designer looks too clunky because its control panel has too many options.

Furthermore, Google Web Designer cannot open any other HTML files created by other web design tools. Google Web Designer also lacks textual content creation features. Users must have knowledge of the source code when they want to get the desired results with Google Web Designer. So if someone already knows the source code or CSS3, why should they use Google Web Designer? Despite being a free tool, Google Web Designer is only available in beta.

So while Google Web Designer is useful for prototyping or pop-up ads, it doesn't help in creating a fully functioning website. Google Web Designer still has a lot of room for improvement in creating a fully functional website.

You finished reading the article "**Learn Google Web Designer, Useful Tool in Creating Websites**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.