

Session 02: Exploring the Interface and Essential Tools

Discussing Tap area and loop in GWD:

In Google Web Designer (GWD), the "tap area" refers to the designated region within an ad unit or interactive element that responds to user touch or click interactions. It's essential for ensuring that users can easily interact with the content on touch-enabled devices like smartphones and tablets. Designers can define the tap area for buttons, links, or interactive elements to make them more accessible and user-friendly.

On the other hand, "loop" in GWD refers to the ability to create animations or sequences that repeat continuously. This feature is particularly useful for creating engaging and dynamic content, such as animated banners or interactive elements, that grab users' attention and encourage interaction. Designers can set animations to loop seamlessly, enhancing the overall user experience and ensuring that the content remains engaging even after multiple viewings.
