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audio: The author needs to improve the English writings
Too many grammar errors, bad orthography

Figure 1. EPIL.

[illegible]

4 MY EXPERIENCE IN WEB DESIGNING

As I started to redesign Epilstudio website to look much more interesting, make it more user-friendly and add some features for SEO (search engine optimization) I need vital technical skills to get into web development, followed by some of the “people skills” which are just as important to get from the client’s dream to a finished product. I used to learn more professionally these followed skills:

4.1 HTML

Hypertext Markup Language is the language I used to create the basic structure of webpages – dividing it into sections such as the banner area, navigation areas for menus, the main content, and footer.

4.2 CSS

Cascading Style Sheets allow me to apply styling to web pages. To use CSS effectively, I also need a good knowledge of how different browsers render the same styles differently, particularly the frustrating oddities of older versions of Internet Explorer.

4.3 PHP

I used PHP to tie together the static HTML framework and the dynamic content drawn from the database. This forms the very heart of the web developer’s job and is the most complex part of the learning process as it is a big subject.

4.4 Word Press

I used Word Press website content management system (or CMS) which is an online, open source website creation tool written in PHP. [2]

4.5 Search engine optimization (SEO)

Through this job I had to add Search engine optimization (SEO) in Epilstudio website which is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or “organic” search results. SEO may



Figure 2. SEO.

target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.



Figure 3. SEO.

As I learned, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, is another SEO tactic.

4.6 Effective Communication Skills

Effective communication is one of those skills that I learned in this field, but it’s especially important in web design where communicating with a client, art director, or developer can dictate the success of a project. For example when I will come to presenting myself and selling my work, I has to be bold and clear in my communication with the client. I need to be able to speak intelligently about my design choices – why I chose them and how my design

choice is the right one for their business. Also, a lot of small disputes can be resolved easily if I am good at communicating. So, communicate and communicate well, in order to survive and be successful.

4.7 Evaluate My Own Work and Get Feedback

As I ended the project, I had to start evaluation and analysis of my designed work. Being able to accept and implement feedback effectively is an important trait of the creative professionals. Like all other aforementioned factors, having a good eye in pointing out mistakes in my own work is a quality that success-oriented web designers should possess. I shall act as a devil's advocate and judged the success of their website being in the target. Furthermore, taking some time to have my coacher check my work for mistakes will go a long ways as well.

5 MY EXPERIENCE IN CHANGING ENVIRONMENT

As a web developer I should be quite used to change.

I used to learn new technology which if I did not get this course I won't go after that.

During this job there were some other students who works on the other parts was related with knowing of Portuguese language and as I was interested in learning this language I did some parts of their work and then informed them. This is like changes in responsibilities.

After all as I had four other courses I had to schedule my time to do all of the works and sometimes it need some changes in my plans to reach the plateau that I want to do as my best.

6 GAIN EXPERIENCE

From my perspective, having a broad experience in the field will help me to quickly identify design solutions as they are presented to me by my coacher.

The more experience I gain, the quicker I'll move up in the world of web designers.

What I will need in order to make a success of my career in web design is persistence and a never give up attitude.

7 CONCLUSION

Web designing is a challenging field. Success in the field actually requires patience and determination to cope with every situation that presents itself, and never to be discouraged whenever things do not go exactly as expected. The balance I do this activity is very positive, it helped me to mature both personally as the professional level. I had the opportunity to improve my expressiveness as well as some core values. Of all the activities I was doing over the semester, the web designing was the one that taught me more.

I have a different approach not only for the Epilstudio project but also on personal projects.

ACKNOWLEDGMENTS

I would like to thank Epilstudio organization who gave me this opportunity to increase my experiences.

REFERENCES

- [1] <http://www.epilstudio.com/>, *The Professional Esthetics's evolving to the use of machines with the latest technology.*, Epilstudio, Jan 2014.
- [2] <https://wordpress.com>, *The easiest way to create your website or blog*, WordPress, Jan 2001.

In this type of document (technical), the conclusion should start with a summary of the subject addressed and then should highlight the results.