A review of the websites at salary.com on careers in web design and development taught me that there many skills required beyond html and css proficiency. There are a host of other server-side programming languages, front-end and back-end frameworks and database systems that need to be learned especially if one wants move up in terms of leadership and compensation.

The project manager roles such as Digital Content Curation Director and E-commerce Site Development Manager can earn significantly higher salaries than the entry-level or rank and file digital content creators or e-commerce site developers. To do so, however, requires additional experience and a deeper understanding of areas such as user experience and conversion optimization, secure payment transactions and protection of sensitive customer information and a business understanding to bring together the technical solutions and the business requirements. In addition the higher level roles require communication skills to work with both the business side and the developers and programmers.

The class so far has showed me the importance of the visual aspects or aesthetics of web design and development. How important it is to have the right color palate, fonts that match the message and a layout that invites users to interact with the site. It has also shown me that this is not a field particularly matched to my interests and inclinations. But now I know how a website is designed. (203)