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GETTING STARTED IN WEB DESIGN

OVERVIEW

- **Website creation roles**
- **Equipment**
- **Software**

Website Creation Roles

Content

Design

Coding: Frontend

Coding: Backend

Content

Information architecture

Organizes content logically for ease of findability

Content strategy

Ensures that text supports the brand/marketing goals; may include data modeling and updating schedules as well as extending brand voice to social media

Design

User Experience (UX)

Makes sure whole experience with the site and the product is favorable based on user testing

Interaction Design (IxD)

Focuses on how to use the site, including its User Interface (UI)

Visual Design

Creates the “look and feel” of the site

Coding: Frontend Development

Authoring/Markup (HTML)

Styling (CSS)

JavaScript and DOM Scripting

Frameworks

Coding: Backend Development

Server software (ex: Apache, MS IIS)

Web application languages (ex: PHP, Ruby, .NET)

Database software (ex: MySQL, Oracle)

Other Web Roles

Product manager

Guides product in a way that meets business goals

Project manager

Coordinates team, schedule, and processes

SEO specialist

Ensures site is highly ranked in web searches

Multimedia producer

Creates sound, video, animation, and interactive media.

Typical Equipment

Solid up-to-date computer

Large monitor (or several)

Second computer for testing

Mobile devices for testing

Scanner and/or camera (for artwork)

Software Typically Used

Coding tools

User Interface/layout tools

Web graphic creation tools

Variety of browsers

File management/transfer tools