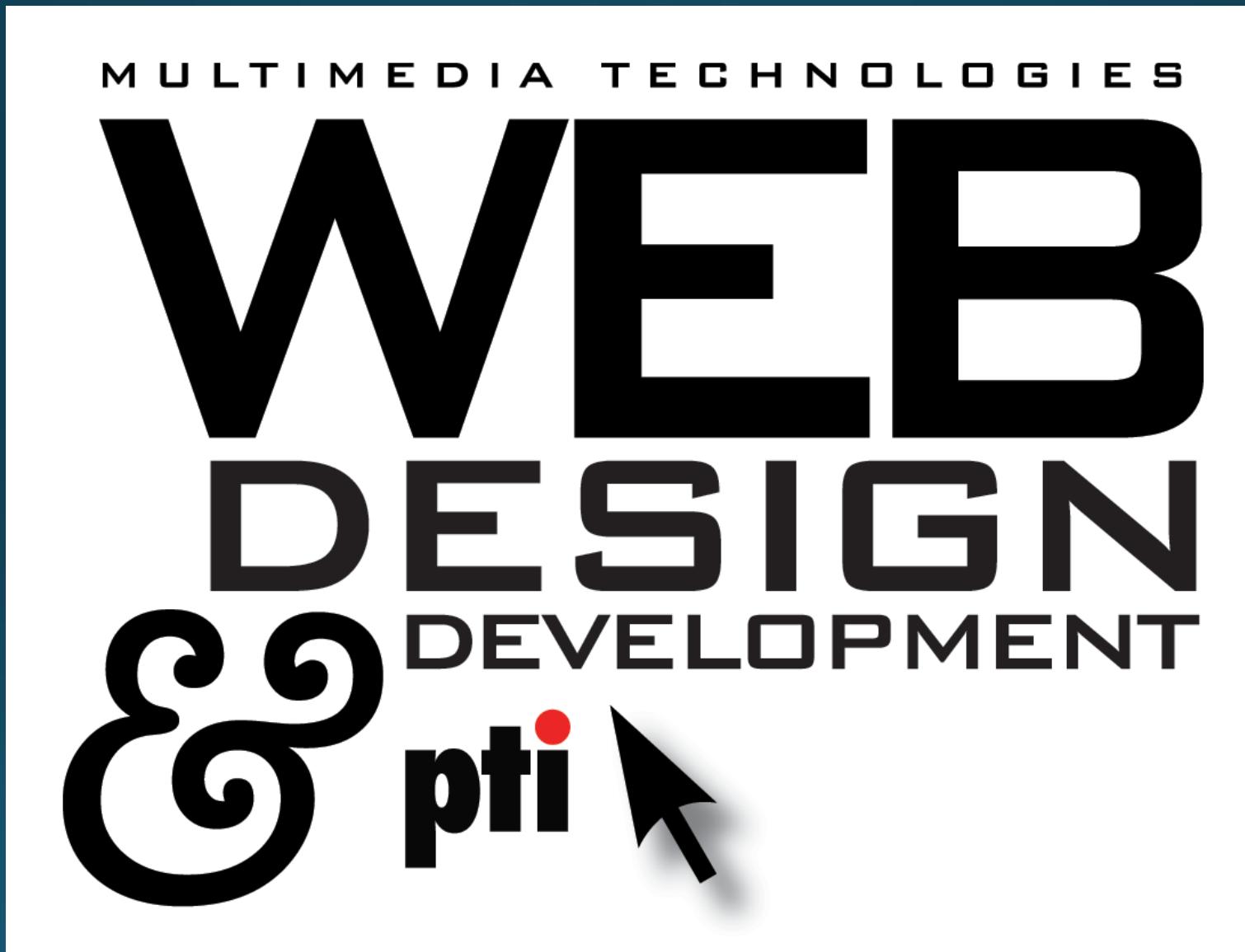


# Web as a Career

Frank Schurter  
Pittsburgh Technical Institute



# Who's Designing These Screens?

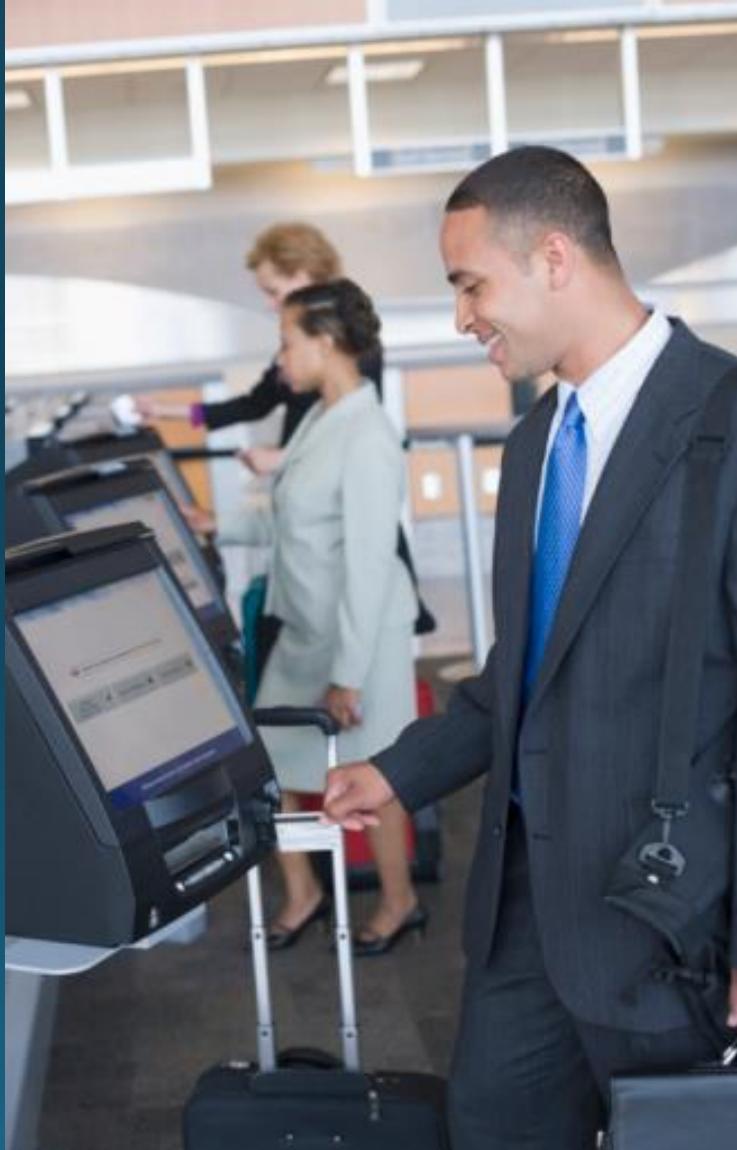






# Web as a Career

Frank Schurter



Web as a Career

Frank Schurter



# Look For Them Around You

# Web as a Career

Frank Schurter



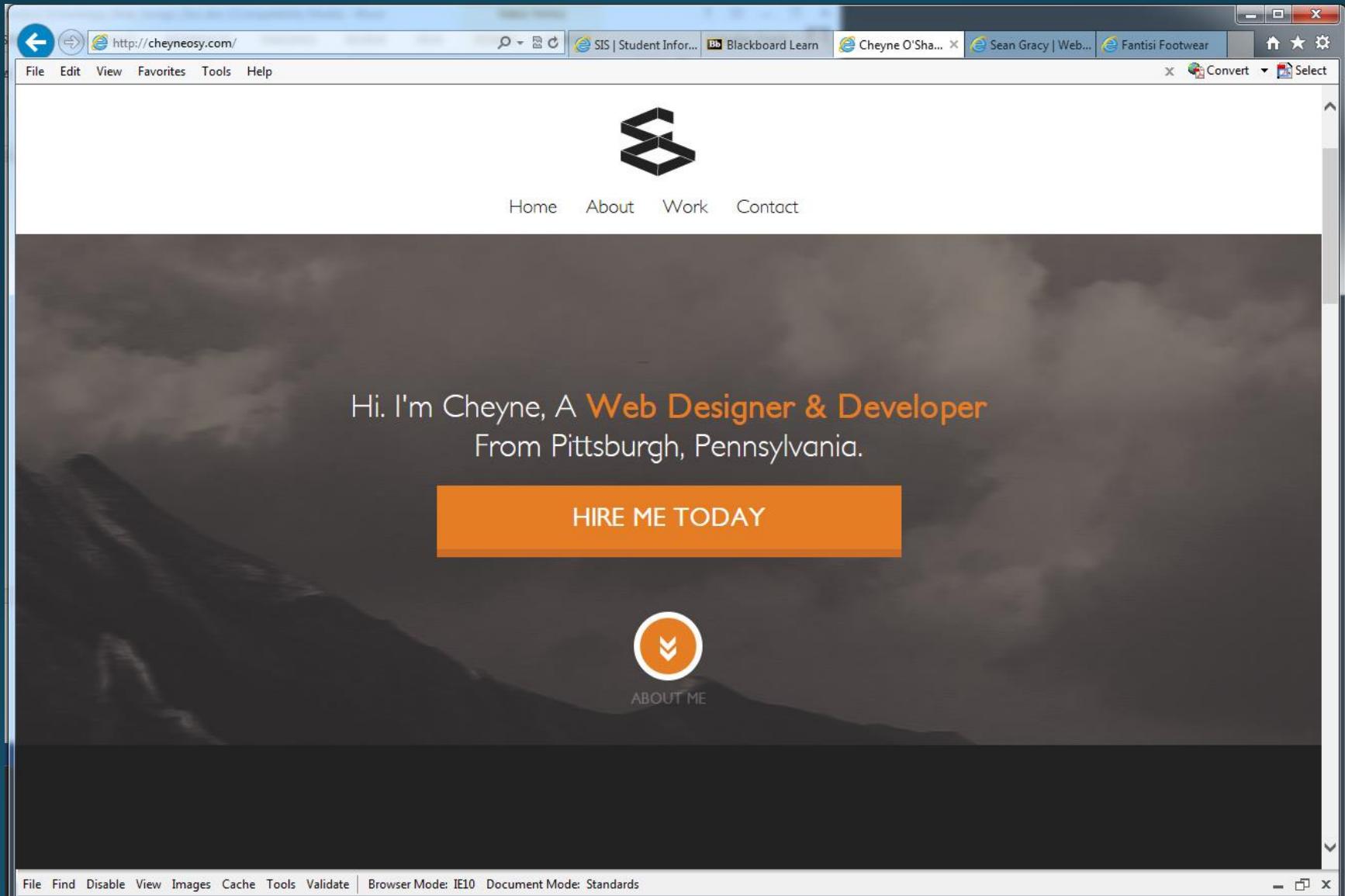
# Web as a Career

# Frank Schurter





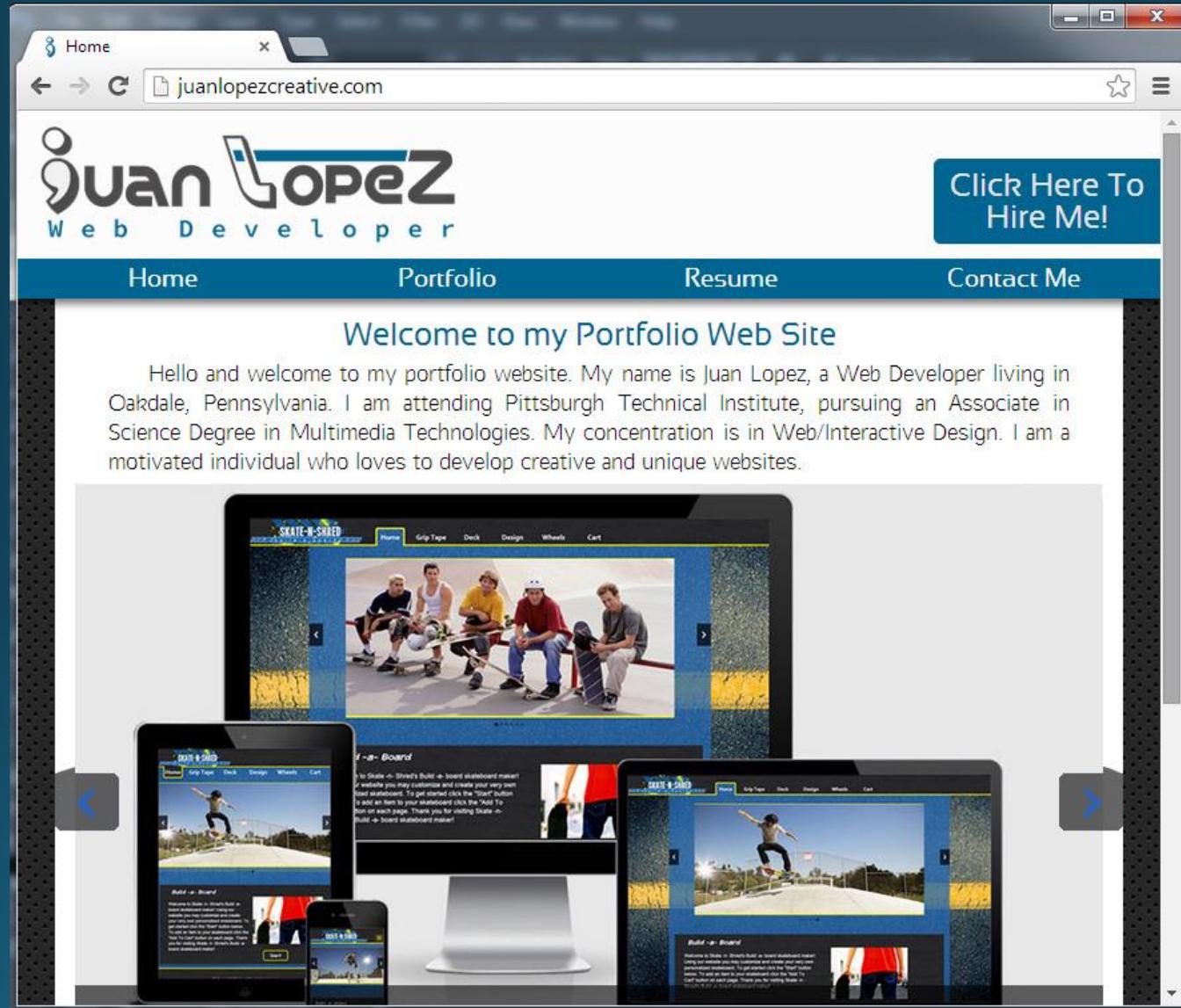
# Look For Them Online

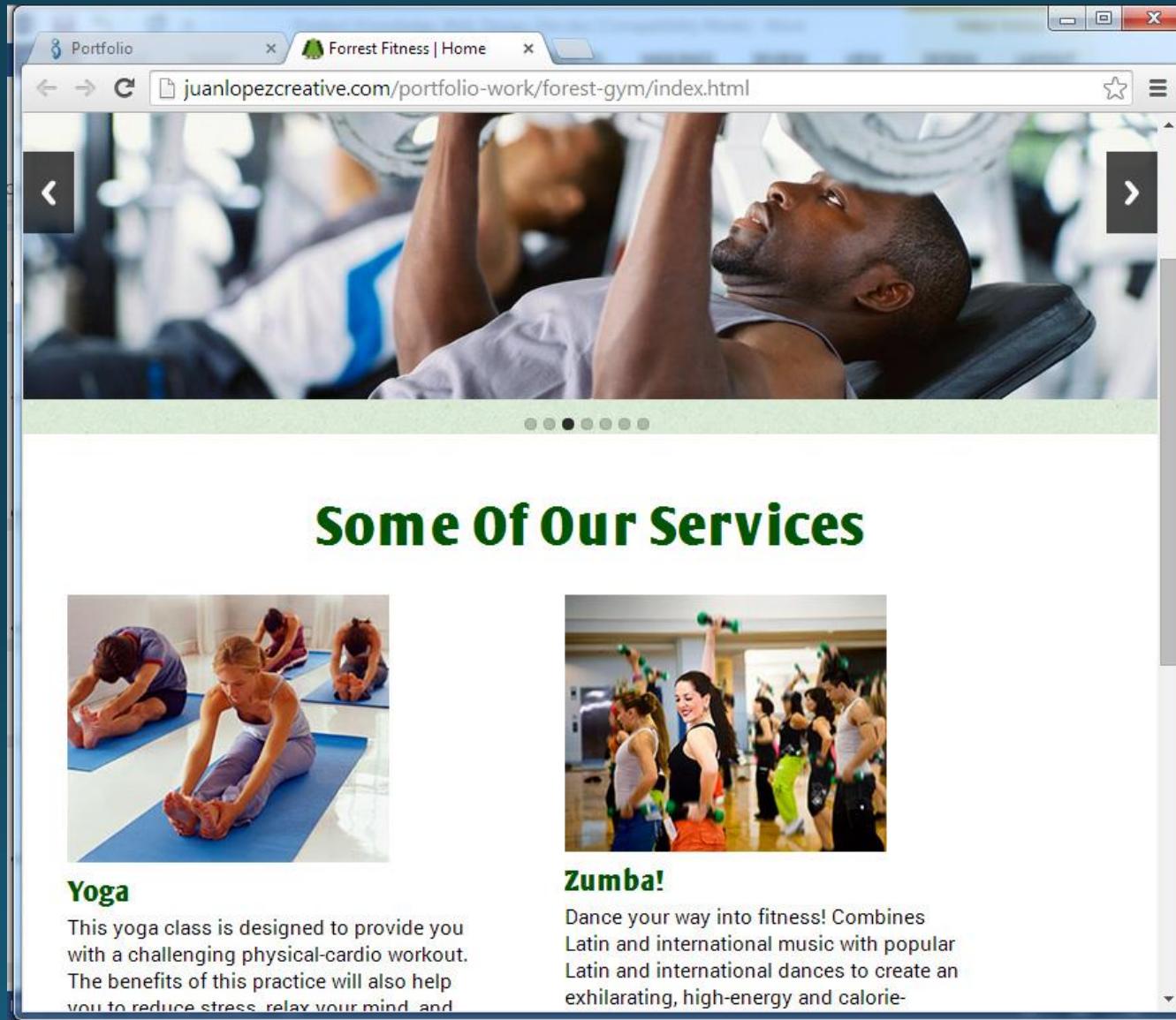


# Web as a Career

Frank Schurter







The screenshot shows a web browser window with the title bar "Portfolio" and "Forrest Fitness | Home". The address bar displays the URL "juanlopezcreative.com/portfolio-work/forest-gym/index.html". The main content area features a large banner image of a man performing a headstand. Below the banner, a green header bar contains the text "Some Of Our Services". Underneath, there are two service cards: one for "Yoga" showing people in a stretching pose, and one for "Zumba!" showing a group of people dancing with dumbbells.

**Yoga**

This yoga class is designed to provide you with a challenging physical-cardio workout. The benefits of this practice will also help you to reduce stress, relax your mind, and

**Zumba!**

Dance your way into fitness! Combines Latin and international music with popular Latin and international dances to create an exhilarating, high-energy and calorie-

# Is It A Good Web Site?

How does it look?  
How easy is it to use?  
Does it work?

# Web as a Career

Frank Schurter



Web as a Career

Frank Schurter

# Designers

## Ireland Getaway

- Places to Stay
- Entertainment
- Tours
- Meal Vouchers

### Hotels

**The Gresham Hotel**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras gravida dignissim est, quis varius lorem dictum at. Donec sed facilisis lorem. Quisque ac massa purus, a faucibus purus. Quisque tempor enim vitae leo pulvinar posuere. Cras luctus eros rutrum ipsum sodales euismod. Nullam commodo aliquam purus, a sollicitudin magna vehicula vel. Nullam quis dolor lectus, in sagittis est. Aenean ac neque tortor, sed porta ligula. Integer luctus magna nunc, dictum semper lacus. Quisque volutpat vestibulum nisi, sed semper erat ornare ac.

---

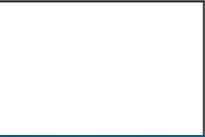
**Ballsbridge Hotel**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras gravida dignissim est, quis varius lorem dictum at. Donec sed facilisis lorem. Quisque ac massa purus, a faucibus purus. Quisque tempor enim vitae leo pulvinar posuere. Cras luctus eros rutrum ipsum sodales euismod. Nullam commodo aliquam purus, a sollicitudin magna vehicula vel. Nullam quis dolor lectus, in sagittis est. Aenean ac neque tortor, sed porta ligula. Integer luctus magna nunc, dictum semper lacus. Quisque volutpat vestibulum nisi, sed semper erat ornare ac.

---

**Ballsbridge Hotel**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras gravida dignissim est, quis varius lorem dictum at. Donec sed facilisis lorem. Quisque ac massa purus, a faucibus purus. Quisque tempor enim vitae leo pulvinar posuere. Cras luctus eros rutrum ipsum sodales euismod. Nullam commodo aliquam purus, a sollicitudin magna vehicula vel. Nullam quis dolor lectus, in sagittis est. Aenean ac neque tortor, sed porta ligula. Integer luctus magna nunc, dictum semper lacus. Quisque volutpat vestibulum nisi, sed semper erat ornare ac.

**\$129 a Night**

How Many Nights

Add to Package

---

**\$80 a Night**

How Many Nights

Add to Package

---

**\$129 a Night**

How Many Nights

Add to Package

**Package**



Edit

Remove

# Web as a Career

Frank Schurter



The screenshot displays a website layout for 'OUTSIDE-EDGE EXTERIORS'. At the top, there's a header with a red roof icon and the text 'OUTSIDE-EDGE EXTERIORS' followed by a red bar containing the slogan 'REDESIGN YOUR EXTERIOR'. Below the header is a static header section with the text 'THIS IS A STATIC HEADER' and 'Font: Lucida Bright'. This is followed by a sub-head section with the text 'This is an Example of a Sub Head' and 'Font: Lucida Bright'. A large amount of placeholder text ('Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae mauris dolor. Curabitur mattis enim ac risus laoreet ultrices. Aenean non nulla eget turpis fermentum ornare sed eu sem. Suspendisse accumsan convallis mauris sed iaculis. Mauris quis ullamcorper tortor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec cursus, ante a luctus eleifend, ipsum libero euismod libero, non luctus arcu tortor ut lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae mauris dolor. Curabitur mattis enim ac risus laoreet ultrices. Aenean non nulla eget turpis fermentum ornare sed eu sem. Suspendisse accumsan convallis mauris sed iaculis.') is present in a larger font. Below this is another section with the text 'Font: Tw Cen MT' and two 'BUTTON EXAMPLE' buttons. To the right, there are sections titled 'Possible Colors' (with four color swatches) and 'Possible Patterns & Textures' (with three texture swatches). At the bottom, descriptive words are aligned with arrows pointing towards the center: 'Clean' (blue), 'Sophisticated' (green), 'Professional' (orange), and 'subtle' (purple).

OUTSIDE-EDGE  
EXTERIORS

REDESIGN YOUR EXTERIOR

THIS IS A STATIC HEADER

Font: Lucida Bright

This is an Example of a Sub Head

Font: Lucida Bright

Font: Tw Cen MT

BUTTON EXAMPLE

BUTTON EXAMPLE

Possible Colors

Possible Patterns & Textures

Clean Sophisticated

Professional subtle

The image shows a website layout for "OUTSIDE-EDGE EXTERIORS". At the top, there's a navigation bar with the company name and a slogan "REDESIGN YOUR EXTERIOR". Below the header, a static header reads "THIS IS A STATIC HEADER" in bold white text on an orange background. A sub-head follows with "THIS IS AN EXAMPLE OF A SUB HEAD" in a smaller font. To the right, there's a section titled "Possible Colors" with four color swatches: orange, dark grey, white, and black. Below this, another section titled "Possible Patterns & Textures" shows three examples: a dotted pattern, a red brick wall, and a blue architectural blueprint of a house. The main content area contains a large block of placeholder text (Lorem ipsum) in a white box. At the bottom, there are two "BUTTON EXAMPLE" buttons, and three descriptive words: "CUTTING-EDGE", "MODERN", "INNOVATION", and "UP-TO-DATE".

OUTSIDE-EDGE EXTERIORS

REDESIGN YOUR EXTERIOR

**THIS IS A STATIC HEADER**

Font: CommandoCommando

**THIS IS AN EXAMPLE OF A SUB HEAD**

Font: Calibri/bold italic

Lore ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae mauris dolor. Curabitur mattis enim ac risus laoreet ultrices. Aenean non nulla eget turpis fermentum ornare sed eu sem. Suspendisse accumsan convallis mauris sed iaculis. Mauris quis ullamcorper tortor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec cursus, ante a luctus eleifend, ipsum libero euismod libero, non luctus arcu tortor ut lorem.

Font: Calibri

BUTTON EXAMPLE

BUTTON EXAMPLE

CUTTING-EDGE

MODERN

INNOVATION

UP-TO-DATE

Portfolio Forrest Fitness | Home

[juanlopezcreative.com/portfolio.html](http://juanlopezcreative.com/portfolio.html)

## Forest Fitness Center

Our Services

Yoga

Zumba

Weight Lifting

Plates

Hours of Operation

Contact Us

Locations

Monday - Thursday

Forest Fitness Center

Our Services

Yoga

Zumba

Weight Lifting

Plates

Hours of Operation

Contact Us

Locations

Monday - Thursday

Forest Fitness Center

Our Services

Yoga

Zumba

Weight Lifting

Plates

Hours of Operation

Contact Us

Locations

Monday - Thursday

Click Here To Hire Me!

Click Here To Launch Site

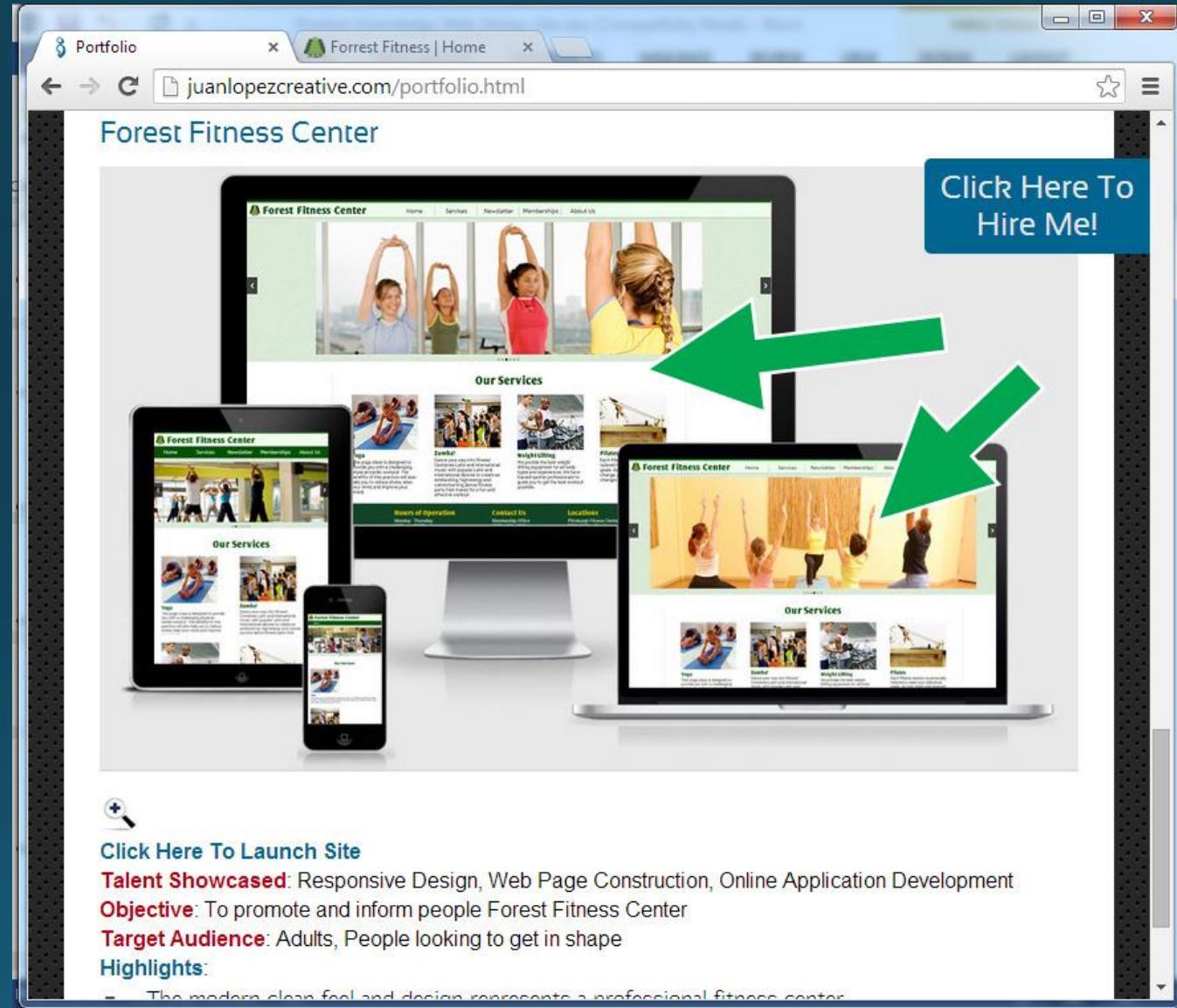
**Talent Showcased:** Responsive Design, Web Page Construction, Online Application Development

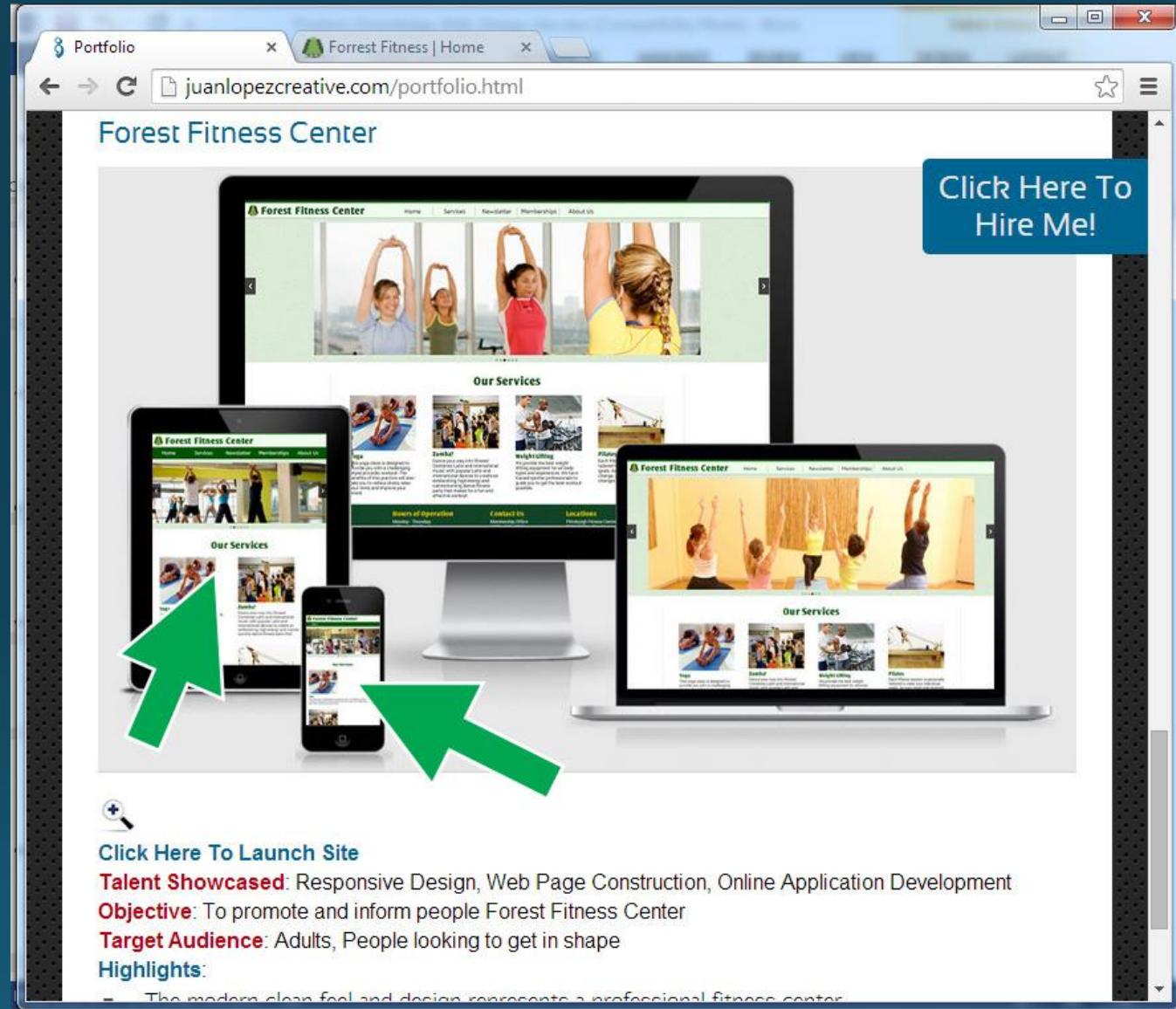
**Objective:** To promote and inform people Forest Fitness Center

**Target Audience:** Adults, People looking to get in shape

**Highlights:**

- The modern clean feel and design represents a professional fitness center.





The image shows a Firefox browser window displaying a local file at `file:///staff_fac/Drives/Schurter/MyDocuments/b_Deliv...`. The title of the page is "Adding Sounds". The content of the page includes:

Welcome! On this site you will hear a few different sounds.

Audio track #1: Mr Schurter's voice saying "Welcome!"

Audio track #2: Mr Schurter's voice reading "The quick brown fox jumps over the lazy dog."

Below the browser window is a code editor showing the HTML code for the page. A green arrow points from the "Adding Sounds" title in the browser to the opening `<h1>` tag in the code editor. The code is as follows:

```
1  <!DOCTYPE HTML>
2  <html>
3  <head>
4      <meta charset="utf-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <title>Adding Sounds</title>
7      <script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"></script>
8      <link rel="stylesheet" type="text/css" href="style.css" />
9  </head>
10 <body>
11     <h1>Adding Sounds</h1>
12     <main>
13         <p>Welcome! On this site you will hear a few different sounds.</p>
14         <p>Audio track #1: Mr Schurter's voice saying "Welcome!"</p>
15         <audio controls></audio>
16
17         <p>Audio track #2: Mr Schurter's voice reading "The quick brown fox jumps over the lazy dog."</p>
18         <audio controls></audio>
19
20     </main>
21 </body>
22 </html>
```

This is  
HTML code

The image shows a Firefox browser window displaying a local file at `file:///staff_fac/Drives/Schurter/MyDocuments/b_Deliv...`. The page title is "Adding Sounds". The content includes a welcome message, two audio tracks, and their corresponding CSS styles.

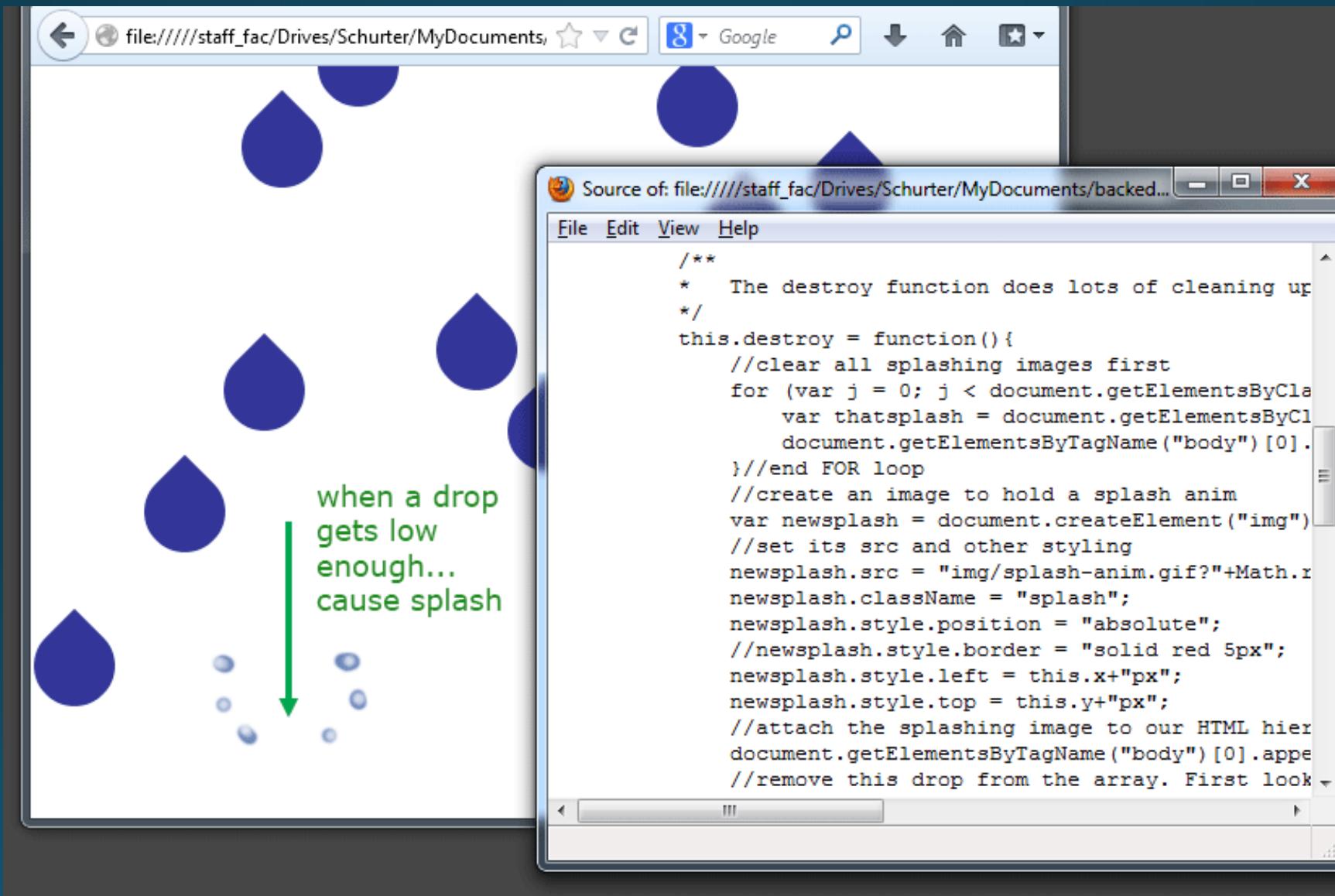
**Page Content:**

- Welcome! On this site you will hear a few different sounds.
- Audio track #1: Mr Schurter's voice saying something
- Audio track #2: Mr Schurter's voice reading

**CSS Source Code:**

```
Source of: file:///staff_fac/Drives/Schurter/MyDocuments/b_Deliv...
File Edit View Help
font-family:Arial, Helvetica, sans-serif;
border-top-left-radius:242px 35px; border-to
box-shadow: 2px 2px 9px rgba(0,0,0, .4);
-webkit-box-shadow: 2px 2px 9px rgba(0,0,0,
}
This is CSS code
h1 { height:2em;
padding-left:112px; padding-top:.35em;
color:lightgreen;
text-shadow: 2px 2px 5px rgba(0,0,0, .4);
}
main { background:#fff;
padding:1em 5% 1em 110px; margin: 0 10px;
box-shadow: 1px 1px 5px rgba(0,0,0, .4) inse
}
p {padding-bottom:20px; }
```

Line 18, Col 18



# Interaction Designers UX Designers

**FANTISI**  
FOOTWEAR

Home      About      Customize

Body      Color      Lace      Insole

Insole

 Pad \$0.00	 Gel \$1.99	 Foam \$4.99
---	---	--



Body: Running  
Price: \$59.99

Color: White  
Price: \$0

Insole:  
Price:

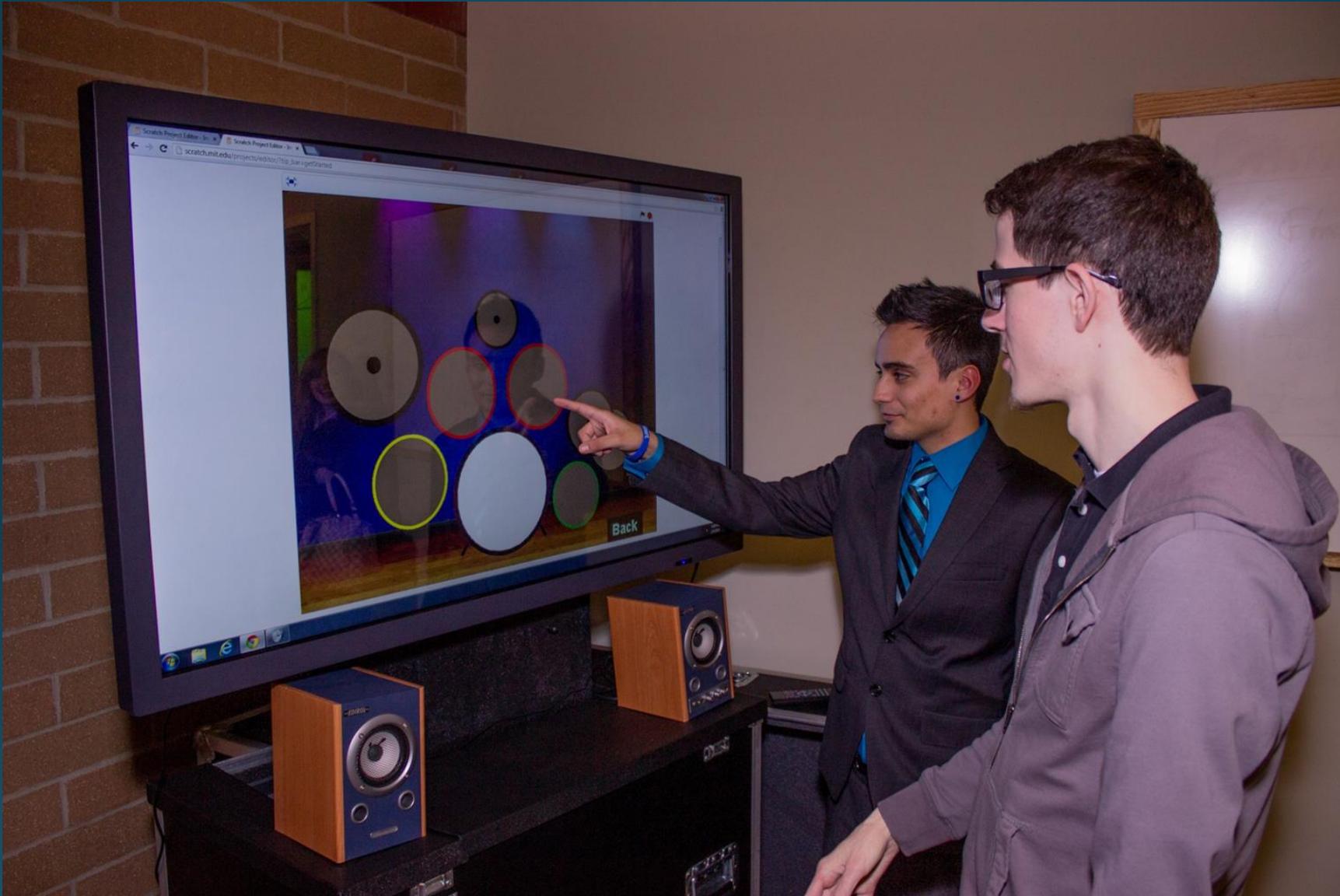
Lace:  
Price:

Total Price:  
\$59.99

# Web as a Career

Frank Schurter





# Web as a Career

Frank Schurter





Web as a Career

Frank Schurter

# Developers

The screenshot shows a database interface with a sidebar containing tables like INVENTORY, CUST, and CUSTITEM. The main area displays a CREATE TABLE statement for 'CUSTOMER' and several 'INSERT INTO CUSTOMERS VALUES' statements.

```
CREATE TABLE CUSTOMER (
    CUS_NUM CHAR(4) NOT NULL,
    CUS_NAME VARCHAR(20) NOT NULL,
    CUS_ADDRESS VARCHAR(20) NOT NULL,
    CUS_CITY CHAR(2) NOT NULL,
    CUS_STATE CHAR(5) NOT NULL,
    CUS_ZIP MONEY DEFAULT 0,
    CUS_BAL CHAR(3) NOT NULL
)
PRIMARY KEY, CHECK(CUS_STATE IN('MO','IL')),
CHECK(CUS_INT_NUM IN('102','109','113')) REFERENCE INTERN(INT_NUM)
```

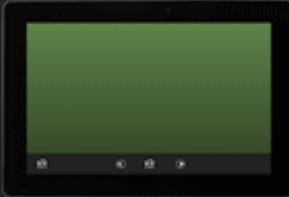
```
INSERT INTO CUSTOMERS VALUES ('AS36','Amsterdam Ind.', '200 Bard', 'Howden', 'MO', '59444', .85.00, 102);
INSERT INTO CUSTOMERS VALUES ('AU54','Author Books', '142 Birchwood', 'Howden', 'MO', '59444', .50.00, 109);
INSERT INTO CUSTOMERS VALUES ('BI92','Bike Shop', '433 Chester', 'Howden', 'MO', '59441', .40.00, 108);
INSERT INTO CUSTOMERS VALUES ('CI76','Cinderton Co.', '73 Flemming', 'Dorchester', 'IL', '57342', .0.00, 112);
INSERT INTO CUSTOMERS VALUES ('CI16','CJ's Music', '277 Fordham', 'Dorchester', 'IL', '57342', .105.00, 109);
INSERT INTO CUSTOMERS VALUES ('JO62','Jordan Diner', '250 Bard', 'Howden', 'MO', '59444', .74.00, 109);
INSERT INTO CUSTOMERS VALUES ('KL55','Klingon Toys', '215 Scott', 'Evansville', 'MO', '59335', .115.00, 109);
INSERT INTO CUSTOMERS VALUES ('ME71','Meat & Cleaver', '543 Flemming', 'Dorchester', 'MI', '57342', .138.00, 109);
INSERT INTO CUSTOMERS VALUES ('MO13','Moore Foods', '876 Grove', 'Evansville', 'MO', '59333', .0.00, 112);
INSERT INTO CUSTOMERS VALUES ('RO32','Royal Mfg Co.', '954 Cline', 'Evansville', 'MO', '59331', .93.00, 109);
```

Message: Line 15, State 1, Line 4  
Incorrect syntax near 'CUS\_ADDRESS'.



**OC 03368 DESKTOP TOWER**

Price: \$850 [Read More >>](#)



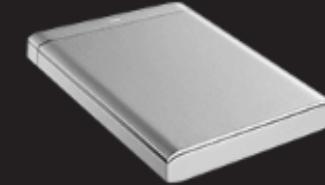
**OC 0463 TABLET**

Price: \$750 [Read More >>](#)



**OC 2.0 COMPUTER SPEAKERS**

Price: \$90 [Read More >>](#)



**OC 250GB EXTERNAL HDD**

Price: \$200 [Read More >>](#)



**OC 500GB EXTERNAL HDD**

Price: \$300 [Read More >>](#)



**OC ASUZO TABLET**

Price: \$550 [Read More >>](#)



**OC CHAMELEON LAPTOP**

Price: \$1200 [Read More >>](#)



**OC COBRA LAPTOP**

Price: \$1000 [Read More >>](#)

[HOME](#)   [PRODUCTS](#)   [REVIEWS](#)   [LOGIN](#)

[VIEW ALL PRODUCTS](#)

## OC 03358 DESKTOP TOWER : \$850



### PRODUCT OVERVIEW SPECS

- oC Galaxy Processor I302
- 2TB Hard Drive
- oC Galaxy HD Graphics Card
- Built-in high speed wireless Lan
- 6-in-1 memory card reader
- Multi-display compatible
- Multi-format DVD-RW/CD-RW/CD-RW drive

HOME    PRODUCTS    REVIEWS    LOGIN

[VIEW ALL PRODUCTS](#)

OC 2.0 COMPUTER SPEAKERS : \$90



PRODUCT OVERVIEW Specs

- RMS (Watts)
- 1 PMPO (Watts)
- 100 Impedance - 4ohm
- Driver Unit: 50 x 90mm, 4 Ohms
- S/N Ratio: 70dB Volume Control
- Headphone Jack

The screenshot shows the login page of the High Tech Online Laptop Catalog website. The header features a black bar with the "High Tech" logo in blue and white, followed by the text "ONLINE LAPTOP CATALOG". Below the header is a blue navigation bar with links for Home, Products, Clearance, About Us, and Login. The main content area has a light gray background and contains a horizontal line. Below the line, the word "Login" is centered in blue text. There are two input fields: one for "Username" with a light blue background and one for "Password" with a white background. Below these fields is a blue rectangular button with the text "Log In" in white. At the bottom of the page is a black footer bar containing the copyright notice "©High Tech: Online Laptop Catalog, Juan Lopez, 2013" and several payment method icons: American Express, MasterCard, VISA, Discover, and Diners Club.

ONLINE LAPTOP CATALOG

Home Products Clearance About Us Login

---

Login

Username:

Password:

Log In

©High Tech: Online Laptop Catalog, Juan Lopez, 2013

American Express   MasterCard   VISA   Diners Club   Discover

The screenshot shows a web application for managing laptop inventory. At the top, there's a navigation bar with the logo 'TECH' and the text 'ONLINE LAPTOP CATALOG'. The menu includes links for Home, Products, Clearance, About Us, and Login. Below the menu, there are links for Add Laptops, Delete Laptops, and Log Out. The main content area is titled 'Add Laptops' and contains fields for Name of Laptop, Price, and Description, each with a corresponding input field. There are also fields for uploading thumbnail and large images, each with a 'Browse...' button. A 'Submit Query' button is at the bottom.

ONLINE LAPTOP CATALOG

Home Products Clearance About Us Login

Add Laptops | Delete Laptops | Log Out

---

## Add Laptops

Name of Laptop:

Price:

Description:

Upload a thumbnail image (200x133 jpg):  Browse...

Upload a large image (364x341 jpg):  Browse...

**Submit Query**

# Coding = Job Security

# Do I Have to Code By Hand?



# Are You Right For Web?

# Web as a Career

Frank Schurter



The image shows a website interface for 'HYPER TURBO Custom Soccer Cleats'. At the top left is the logo 'HYPER TURBO' with a stylized orange swoosh, and the text 'Custom Soccer Cleats'. To the right is the title 'Custom Soccer Cleat Builder' in large yellow letters, with smaller text 'Exo Demi Bold', 'Style Tile', and 'v.2'. On the left, there's a sidebar with a static header 'This is a Static Header' in yellow, a sub-head 'This is an example of a Sub Head' in white, and a paragraph of placeholder text (Lorem ipsum) in white. At the bottom of this sidebar are two buttons labeled 'Button 1' and 'Button 2'. To the right of the sidebar, the main content area has a heading 'Possible color choices:' above four colored squares (orange, dark grey, light green, white). Below this is another heading 'Possible texture and pattern choices:' with two examples: a grassy texture and a grey marbled pattern. In the bottom right corner of the main area, there's a box containing the words 'Professional SPORTY', 'Clean', and 'High-tech'.

**HYPERTURBO**  
Custom Soccer Cleats

Custom Soccer Cleat Builder

\*Exo Demi Bold  
Style Tile  
v.2

This is a Static Header \*Exo Med.

This is an example of a Sub Head \*Exo Light

Placeholder text (Lorem ipsum) in white font.

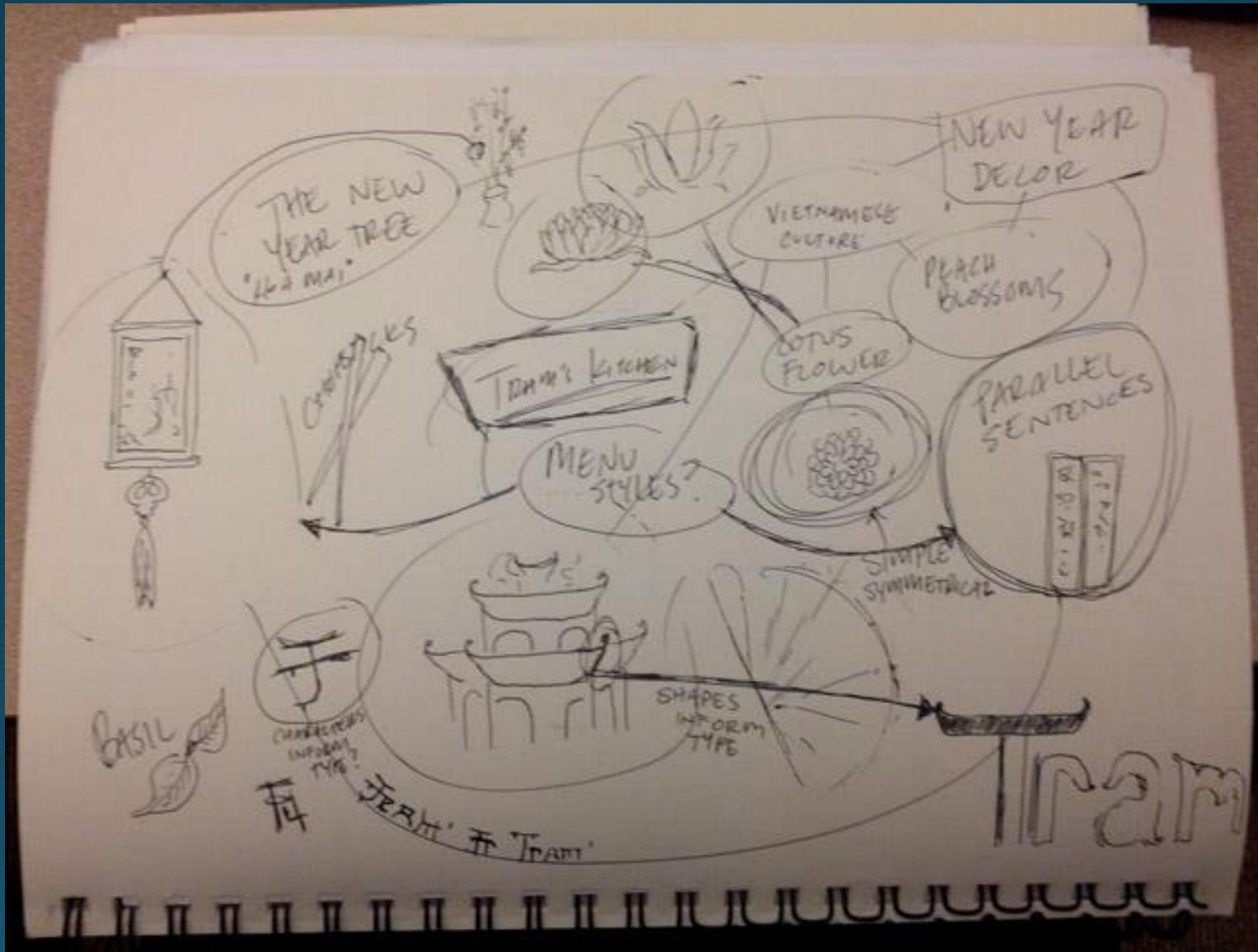
Button 1      Button 2

Possible color choices:

Possible texture and pattern choices:

Professional SPORTY

Clean High-tech





# Web as a Career

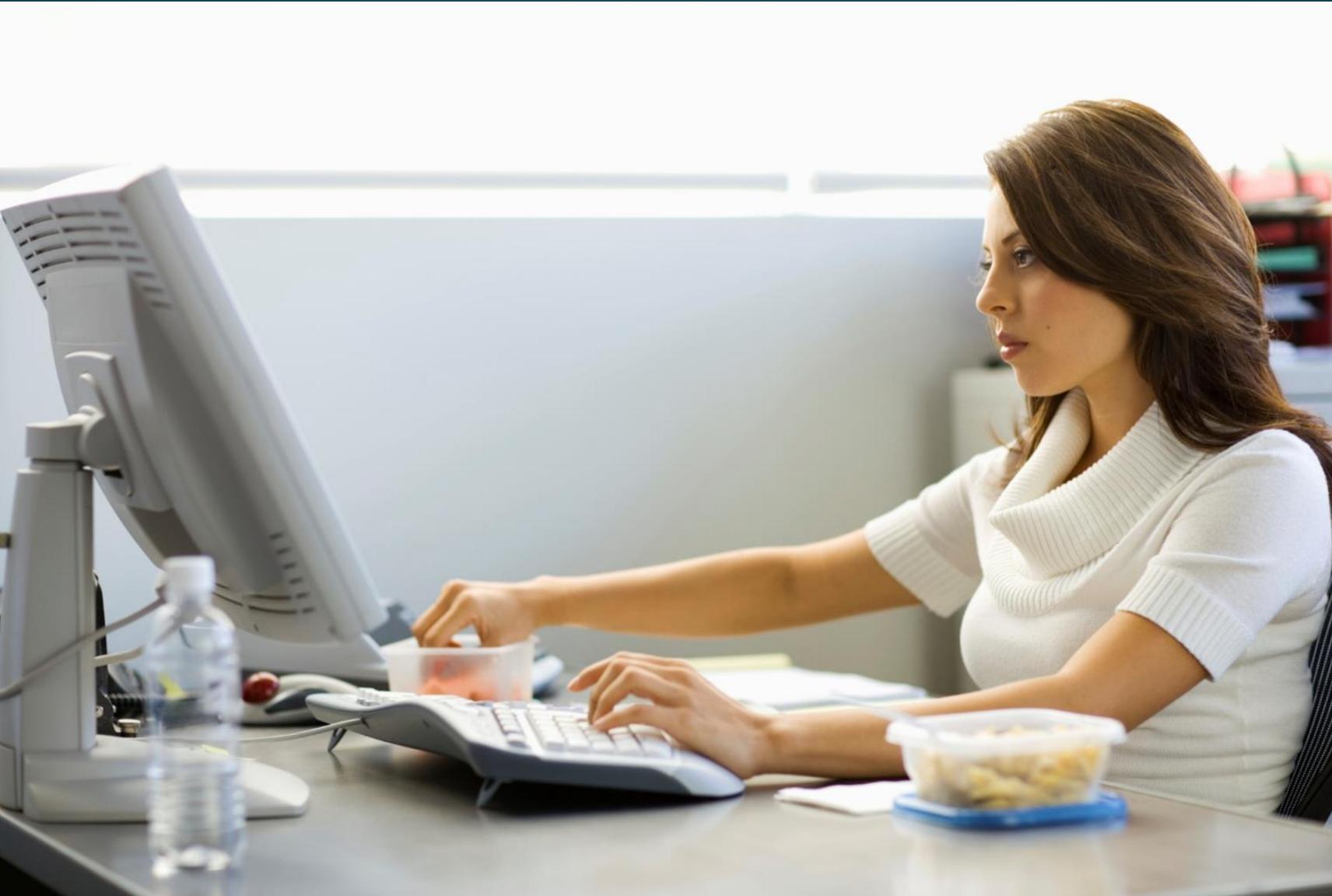
Frank Schurter



# Web as a Career

Frank Schurter





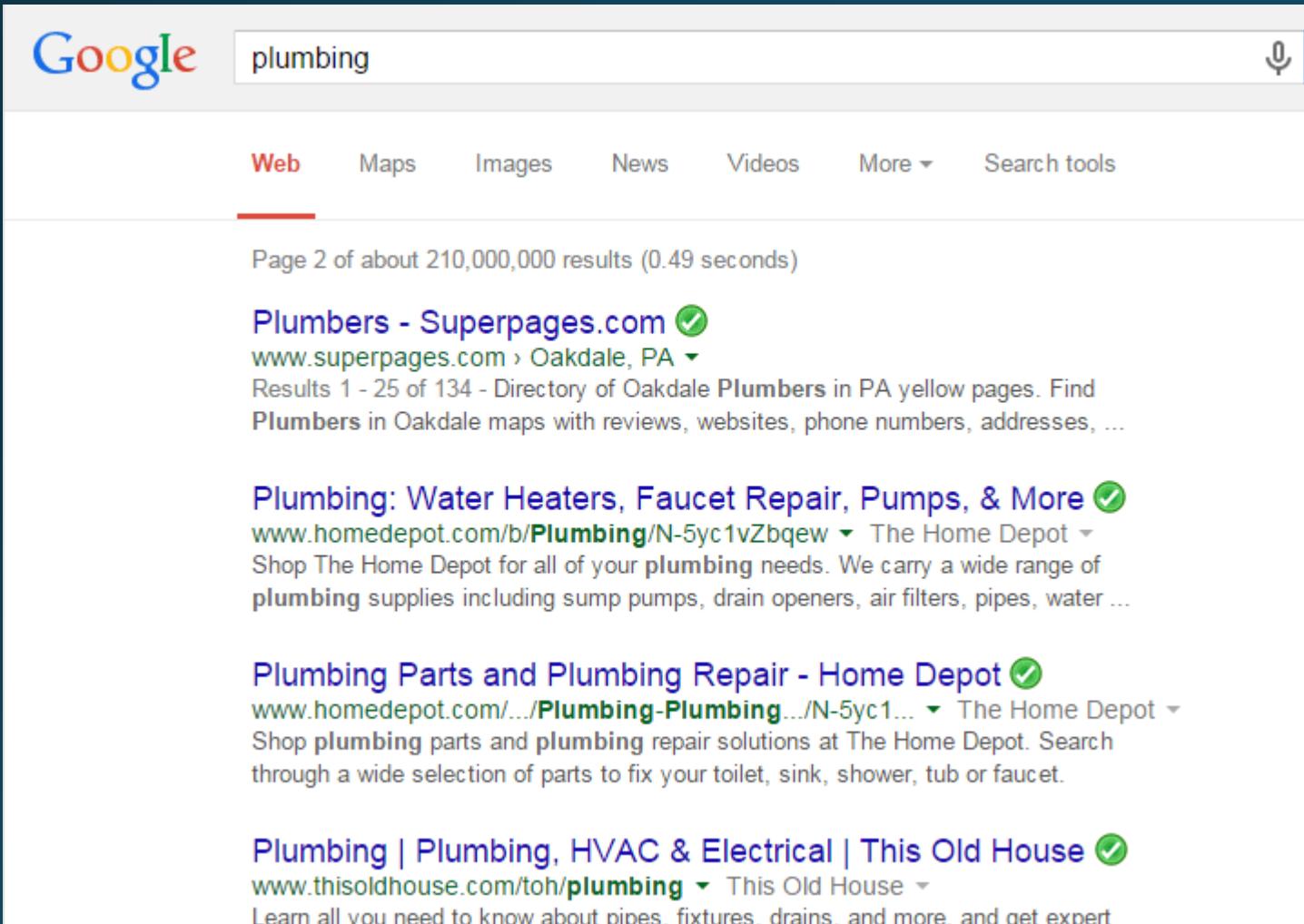
Web as a Career

Frank Schurter



# Job Titles

Front-End Developer  
Digital Design Specialist  
Interactive Designer  
Digital Producer



A screenshot of a Google search results page for the query "plumbing". The results are displayed on page 2 of approximately 210 million results. The search took 0.49 seconds.

The results include:

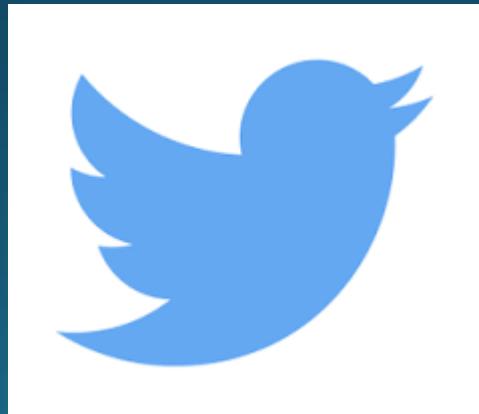
- Plumbers - Superpages.com** ✓  
www.superpages.com › Oakdale, PA ▾  
Results 1 - 25 of 134 - Directory of Oakdale Plumbers in PA yellow pages. Find Plumbers in Oakdale maps with reviews, websites, phone numbers, addresses, ...
- Plumbing: Water Heaters, Faucet Repair, Pumps, & More** ✓  
www.homedepot.com/b/**Plumbing**/N-5yc1vZbqew ▾ The Home Depot ▾  
Shop The Home Depot for all of your plumbing needs. We carry a wide range of plumbing supplies including sump pumps, drain openers, air filters, pipes, water ...
- Plumbing Parts and Plumbing Repair - Home Depot** ✓  
www.homedepot.com/.../Plumbing-Plumbing.../N-5yc1... ▾ The Home Depot ▾  
Shop plumbing parts and plumbing repair solutions at The Home Depot. Search through a wide selection of parts to fix your toilet, sink, shower, tub or faucet.
- Plumbing | Plumbing, HVAC & Electrical | This Old House** ✓  
www.thisoldhouse.com/toh/plumbing ▾ This Old House ▾  
Learn all you need to know about pipes, fixtures, drains, and more, and get expert

# Job Titles

## SEO Specialist (Search Engine Optimization)

# Job Titles

## Social Media Marketing Coordinator



# Web as a Career Conclusion

Frank Schurter  
**Pittsburgh Technical Institute**  
**[schurter.frank@pti.edu](mailto:schurter.frank@pti.edu)**

# Cool Websites

<http://savessmoothies.com/>

<http://resonate.io/2015/>

<http://kikk.be/2012/>

<http://www.nixon.com/us/en/>

<http://www.matttomich.com/>

<http://mirandaknee.com/>

<http://cheyneosy.com>

<http://ericgdesign.com/>

<http://nickmeloj.com/>

What Most Schools Don't Teach    CODE DOT ORG

<https://youtu.be/nKlugyen5nc>