**Assignment 1.2: Role of a Web Designer and Web Developer**

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**CSC 230: Website Design**

**April 4, 2021**

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A web designer and web developer sound fairly similar at first look. However, they are quite different and require different skills and expertise. I’m going to take a look at the differences between the two in this paper. I will cover the job description, experience required, skills, and job outlook.

First, I’m going to talk about what the role of a web designer entails. A web designer develops and creates websites. The role requires a mixture of visual and technical skills. The main purpose is to design the look, layout, and features of a website. The skills needed to accomplish this are being able to write and edit content, design layout, determine technical requirements, updating websites, creating back up files and solving code problems. Web designers meet with clients to assess their needs in order to build websites suited for each client and can potentially be further categorized by the type of website that needs designing. Some jobs may require more technical skills and others more visual skills (Study.com, 2021).

Web designers are primarily responsible to ensure a website is user-friendly and aesthetically pleasing. They use software like Adobe Photoshop, Illustrator, Inkscape, and GIMP. They design a website by constructing prototypes and wireframes to control the flow of information and are sometimes also responsible for website analytics (An, 2019). HTML and CSS are also skills a web designer needs to have. The layout and styles are created using these two languages. In fact, both web designers and web developers need to know these languages according to the 200+ job postings researched by Alan Peslak (Peslak, 2019).

There are different certificates and degree programs available for web designers. In order to be competitive on the market, a certificate and technical knowledge is required at a minimum. 46% of web designers held a bachelor’s degree, 17% had an associate’s degree, and 17% had a certificate (Study.com, 2021). The courses can include things like: fundamentals of design imaging, basic web design, animation, multimedia design, content management, databases, webpage scripting, programming, digital imaging, and web development (Study.com, 2021).

The U.S. Bureau of Labor Statistics (BLS) reported in 2019 the median salary for web developers, who perform the same duties as web designers, to be $73,760 annually. There’s an expected job growth of 8% from 2019-2029 (Study.com, 2021). However, it’s important to note that the BLS does not make a distinction between web designers and web developers (Peslak, 2019).

There is a decent overlap in these two roles, and sometimes, as we see with the BLS, there isn’t even a distinction between them. A survey of over 200 developers found that a significant number of respondents classified themselves as “half designer/half developer” (Fustos, Morris, & Haga, 2016). However, a web developer adds in other focuses aside from layout and design. They utilize other programming languages to do things like set up email services, user authentication, and databases, to name a few. Developers are more focused on the coding and how the website performs, not as much the design on the website (An, 2019).

There’s also a wide range in the education of web developers. Roughly 35% held an associate’s degree ranging up to 9% holding a doctorate. There’s also a variety of certificates available from Microsoft that covers things like HTML, CSS, ASP.NET, Azure, PHP, SQL, and JavaScript. A study done that looked at job postings found that only 34.5% of ads has an education requirement. 1.2% required an associate’s, 28.6% required a bachelor’s, 11.4% required a master’s, and .2% required a doctorate (Fustos, Morris, & Haga, 2016).

As we can see, there is overlap between the two positions, sometimes they are even combined into one position. Web designers need more skills based on aesthetics while web developers need more knowledge on programming and back end languages. To pick one track or another would depend on personal preference (or what kind of job you can land in this day and age.)

# **References**

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