Zachary Campbell

W10 Careers

From reviewing the websites and job listings for careers in web design and development, I learned that this field offers a wide variety of roles with different focuses and required skills. Positions like graphic designer, front-end developer, and web designer/developer all play unique roles in the creation and maintenance of digital content and websites.

Graphic designers focus on creating visual assets such as logos, flyers, social media posts, and layouts for both print and digital media. They often collaborate with marketing teams and need to be proficient in Adobe Creative Suite tools like Photoshop, Illustrator, and InDesign. Key skills include creativity, attention to detail, communication, multitasking, and the ability to take feedback constructively.

Web designers and developers take on both the creative and technical aspects of building websites. They are expected to understand HTML, CSS, JavaScript, and WordPress, and they apply responsive design principles to ensure usability across devices. They also use wireframing tools, maintain website functionality, and work closely with teams to align the site with branding and user needs.

From this class, I learned how websites are built from the ground up using HTML to structure content, and CSS to design layouts. I also gained experience in planning site structures, organizing information effectively, and understanding the importance of user experience. This course gave me a solid foundation in both design and development principles and has helped me become more confident in pursuing future opportunities in this field.

Word Count: 239