



WEB DEVELOPER

JOB DESCRIPTION

Building an effective website requires a blend of technical and creative skills. Web developers and designers consider the appearance and usability of the website, as well as its back end—the software that delivers the information to the user and makes the site run smoothly. Web designers focus on the appearance of a site, while developers have a strong technical and programming background.



SALARY

Junior web developer ★★★★★

Experienced web developer ★★★★★★

INDUSTRY PROFILE

Fast-moving environment •
Opportunities in small or large
development and design agencies •
Freelancing common • Global market

CAREER PATHS

Web developers and designers typically work as part of a team, developing or testing a website. With experience, they may progress to leading a team or working with clients through a website-creation agency.

ASSISTANT If you have strong computer skills, you may be able to find work with an agency as an assistant. You will need to prove yourself on the job to progress.



GRADUATE You can become a web developer or designer if you have a bachelor's degree or a master's degree in IT or web design, along with a good knowledge of current web technologies.



WEB PROGRAMMER

Specializes in writing the code that makes a website work. Code is written using languages, such as HTML, Javascript, and PHP.



WEB DEVELOPER

Throughout your career you will continue to acquire new skills. You can specialize in various technical areas, such as web programming.



SKILLS GUIDE



Creativity and innovation to stay ahead in the competitive world of website development.



Clarity of thought and strong analytical skills to handle complexities in the design.



The ability to analyze the design of a website, then identify and solve problems with it.



Confidence with technology and a willingness to keep up to date with new software developments.



An eye for detail when planning and/or designing the content of complex websites.



GRAPHIC DESIGNER With a focus on design, uses images, colors, and type to create layouts to express information and messages for print or electronic media in a visual way.



USER-EXPERIENCE DESIGNER Specializes in improving the function and layout of a website to make it as user-friendly as possible.



CREATIVE DIRECTOR Combines extensive design experience and excellent organizational skills to manage a team. Responsible for the overall look and feel of the website.

RELATED CAREERS

- ▶ **ILLUSTRATOR** *see pp. 26–27*
- ▶ **SOFTWARE ENGINEER** *see pp. 118–119*
- ▶ **GAME DEVELOPER** *see pp. 130–131*
- ▶ **MULTIMEDIA PROGRAMMER** Creates interactive features for products such as DVDs, websites, and applications, using a range of exciting photographs, animation clips, sounds, and text.
- ▶ **PEN TESTER** Employed by a company to hack into its websites to test their effectiveness against potential outside cyber attacks.
- ▶ **WEB MARKETING DESIGNER** Comes up with a strategy to direct Internet traffic to sites, typically through email campaigns and online advertising.

AT A GLANCE



YOUR INTERESTS Information Technology (IT) • Computer science • Design • Internet security • New technologies • Multimedia • Graphics



ENTRY QUALIFICATIONS A bachelor's degree in software engineering or graphic design is useful. Many web developers are self-taught.



LIFESTYLE Working hours are flexible, but tight deadlines often mean working into the evening or weekend. Freelance contracts are common.



LOCATION Work can be done either in an office or remotely. Some travel may be required to meet with clients and discuss their needs.



THE REALITIES A web developer's reputation is the key to success. It is essential to ensure you keep up to date with regularly changing technologies.