

Essential Skills Every Web Designer Should Have

Summary

My topic is about what skills a web designer needs to have if they want to make it as one. Things that are expected of you when working as web designer. Through my research I will find what key skills get brought up and include them in my story. Any skills that seem similar will be grouped together into one main point and then broken down into smaller points. Things that seems more important could be explained more than not as important skills. I would like to list them in their own panel and break that skill down and give examples to explain how it relates to becoming a part of the industry.

Main Points

HTML and CSS

- Coding Effeciently
- Using Frameworks
- Follow Industry Naming Conventions
- Knowing Javascript
- Understanding SEO

UX/ UI design

- Don't make the user think
- Create user personas
- Site Map
- Having Good Navigation
- Create something new or unique

Understanding Good Design

- Color
- Flow
- Balance
- Spacing
- Typography
- Optimized Images

Creating Headlines and Copy

- Creating a catchy Headline
- Creating and Editing body copy

Using Design Software

- Knowing Photoshop
- Understanding how to Edit an Image
- Make a print
- Create Mockups
- Create Assets
- Style Tiles

Responsive Design

- Designing for multiple layouts
- Use Media Queries

File Management

- Have a proper structure
- Understand FTP

Time Management

- Plan out Projects
- Set Deadlines
- Prioritize

Good Communication

- Know what the client wants
- Being a team player
- Present Ideas

Constant Learning

- Following and Understanding Trends
- Evolve with the Internet

• User Analysis Focus

- User Characteristics: What are the behaviors and motivations of the User?
- User Needs and Goals: What are your website users looking for?

• 1) User Characteristics

- Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the conversation of your strategy.
 - What are the motivations and behaviors of your Users?
 - How can you help them know the subject?
 - What is the best way to present the content to them?
- **Look at the User Profile Report.** Are there any common / repeating ideas?

• From the User Profiles determine:	
• User Motivation	• Approach
List user motivations	<ul style="list-style-type: none"> • Match motivation to the design of your content, layout, navigation, etc.
<ul style="list-style-type: none"> • How do I take skill into workplace? 	<ul style="list-style-type: none"> • Provide Real life examples
<ul style="list-style-type: none"> • Poor navigation = frustration 	<ul style="list-style-type: none"> • Design an easy to follow navigation
<ul style="list-style-type: none"> • Mostly haven't had designer jobs 	<ul style="list-style-type: none"> • Explain how it helps land a job
<ul style="list-style-type: none"> • Want to become a good designer 	<ul style="list-style-type: none"> • List what it takes to become one

From the User Profiles Determine:

• User Behaviors / Preferences	• Approach
<ul style="list-style-type: none"> • List user behaviors 	<ul style="list-style-type: none"> • Match behaviors to the design of your content, layout, navigation, etc.
<ul style="list-style-type: none"> • Like to learn in examples 	<ul style="list-style-type: none"> • Provide examples
<ul style="list-style-type: none"> • Learn by using common knowledge/ repetitive 	<ul style="list-style-type: none"> • Explain the same information in

exposure	different ways
<ul style="list-style-type: none"> • View websites by phone 	<ul style="list-style-type: none"> • Make responsive
<ul style="list-style-type: none"> • Gather information from Google 	<ul style="list-style-type: none"> • List info in a Google-like way

• **1) User Needs and Goals**

- If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can include content and delivery methods suited to your primary audience.

- **What is an Outcome?**

A **measurable** change, action or behavior in the visitor. An experience the visitor will have.

<ul style="list-style-type: none"> • Know your audience <ul style="list-style-type: none"> • to help you identify the key features <ul style="list-style-type: none"> • to include on your site. 	<ul style="list-style-type: none"> • Knowing what your target audience wants from your website will narrow the content and its delivery to appeal to your audience and hone in on what is important to them.
<ul style="list-style-type: none"> • From your Topic Survey determine: 	
•	•
<ul style="list-style-type: none"> • User Outcomes 	<ul style="list-style-type: none"> • Content Design
<ul style="list-style-type: none"> • List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.) 	<ul style="list-style-type: none"> • Match your content design to the outcome. • List what content type will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar
<ul style="list-style-type: none"> • See how the skills of a web designer transfer to other areas 	<ul style="list-style-type: none"> • Example List for each skill
<ul style="list-style-type: none"> • A clear lesson presented in a attractive way 	<ul style="list-style-type: none"> • Clean, simple design
<ul style="list-style-type: none"> • Need detailed information 	<ul style="list-style-type: none"> • Explain each skill in a card
<ul style="list-style-type: none"> • How can I practice these skills? 	<ul style="list-style-type: none"> • List of ideas for practices
<ul style="list-style-type: none"> • Become a better web designer with info 	<ul style="list-style-type: none"> • Benefits of learning skills

- **Apply Findings to Content Plan**

- From these 2 worksheet tables – place the information into your Content Plan

topic	Essential Skills every Web Designer should have
User characteristics	New web professional learning about the industry. They want to be ready for jobs with real world skills. They like to research, see examples, and practice.
User needs & goals	What skills do I need as a web designer? How do they benefit me in and out of the web?
website goals	To teach the skills of a web designer in a clear, easy to follow explanation.
website message	You need the skills to pay the bills
Look and feel	Modern, flat, simple layout. With muted colors and bright headers to highlight each main skill topic.

-

topic	Essential Skills every Web Designer should have
User characteristics	New web professional learning about the industry. They want to be ready for jobs with real world skills. They like to research, see examples, and practice.
User needs & goals	What skills do I need as a web designer? How do they benefit me in and out of the web?
website goals	To teach the skills of a web designer in a clear, easy to follow explanation.
website message	You need the skills to pay the bills.
Look and feel	Modern, flat, simple layout. With muted colors and bright headers to highlight each main skill topic.

OUTLINE		
heading and content		element type
h1	Essential Skills every Web Designer should have	Display text
h2	Skills	banner
h2	Moving Forward	banner
h3	HTML & CSS	card
h3	UX/ UI Design	card
h3	Understanding Good Design	card
h3	Using Design Software	card
h3	Project Management	card
h3	Good Communication	card
h3	Constant Learning	card
h3	How to Sharpen Your Skills	sidebar
h4	Evolving with the Web	modal
h4	Following the Trends	modal
h4	Flow	modal
h4	Color	modal
h4	Typography	modal
h4	Understanding the Software	modal
h4	Style Tiles	modal
h4	Create Assets	modal
h4	User Personas	modal
h4	Don't Make the User Think	modal

h4	Site Map	modal
h4	Staying in Touch	modal
h4	Be a Team Player	modal
h4	Javascript	modal
h4	Using Frameworks	modal
h4	Coding Efficiently	modal
h4	Proper File Structure	modal
h4	Planning Out Projects	modal
h4	Agency	text
h4	Freelance	text

Next Step make a <h> tag chart.

