

## Web Designer Descriptions

### **Define**

Web Designer descriptions talk about the designer themselves and what they can provide for the client and how much they are willing to work for per hour. Some designers also showcase work to try and impress their potential clients. I want to try and grab descriptions and show some that are good and some that are bad. Showcasing that its hard to present yourself when you have a lot of competition.

### **Outline**

The Different Duties A Web Designer covers.

- Writing and editing content
- Designing webpage layout
- Determining technical requirements
- Updating websites
- Creating back up files
- Solving code problems

Requirements

- Fundamentals of design imaging
- Basic web design
- Animation
- Multimedia design
- Content management
- Editing for video and audio
- Multimedia programming and technology

Cover what a Web Designer actually does

- A web designer's main job is to design web pages. There is a lot to consider in the design of websites which may not be immediately apparent when looking at a webpage for the first time. The aesthetic aspect is an important one and selecting

the appropriate colors, font, layout and images creates the whole personality of the website. In addition to considering aesthetic aspects, the usability of the website has to be a priority. It is important to create a page that the target market can relate to. They also can control the website too if they understand the layout of it and the coding.

Is the Workplace for a Web Designer different than others?

- Depending on the specific type of company the designer is working for. A web design company tends to be part of the creative industries and will typically have a contemporary approach to office space.

List some bad and good descriptions

- Explain why they are bad or good and have pictures.
- List some places that are bad and good to search for designers

What is the most challenging part of being a Web Designer?

How much do you think the Web Designer job has changed in the last five years?

What skills do you think will make your Web Designer Description better than others?

Link to Trello

<https://trello.com/invite/b/YB6T4YC1/e5166440b4f1b0a5f6df4583f901c32f/web-designer-descriptions>

#### ➤ **USER ANALYSIS FOCUS** -----

- 1) User Characteristics: What are the behaviors and motivations of the User?
- 2) 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.

- 1) What are the motivations and behaviors of your Users?
- 2) How can you help them know the subject?
- 3) 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:**

<b>User Motivation</b>	<b>Approach</b>
List user motivations	Match motivation to the design of your content, layout, navigation, etc.
Interested In Learning	Provide minimum amount of information.
Want to get internship	Show descriptions that help get you the job.
Understand the field of a media artist	Show examples
How to get the professional job	Show some tips and tricks

#### **FROM THE USER PROFILES DETERMINE:**

<b>User Behaviors / Preferences</b>	<b>Approach</b>
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
How to put Skill into workplace	Show examples
Practice, demos and hands on	Think about this
Show them One-On One	Show nice visuals
Too much information	Chunk information

### 3

#### ➤ 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.

#### Know your audience

to help you identify the key features to include on your site.

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.

#### From your Topic Survey determine:

User Outcomes	Content Design
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	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
Keeping up with all the designer skills	List a few tips and tricks to keep up on their skills.
How to get the job	Show examples
How does it play with the market	Show examples
Main points of the web industry	Show examples
Job Leads (Famous Designers)	Show examples

#### ➤ APPLY FINDINGS TO CONTENT PLAN -----

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

topic	What is a Web Designer?
User characteristics	Interested in Questions put a FAQ in. Want to know some tip and tricks. Different skill sets needed as well. How to get a good job as a Web Designer.
User needs & goals	<b>UNDERSTAND THE FIELD OF A MEDIA ARTIST. TO UNDERSTAND ALL THE HIGHLIGHT AREAS A WEB DESIGNER FALLS UNDER.</b>
website goals	To discuss what it truly is and feels like to be a web designer
website message	Being a Web Designer is hard yet awarding.

## Topic Project Plan Worksheet

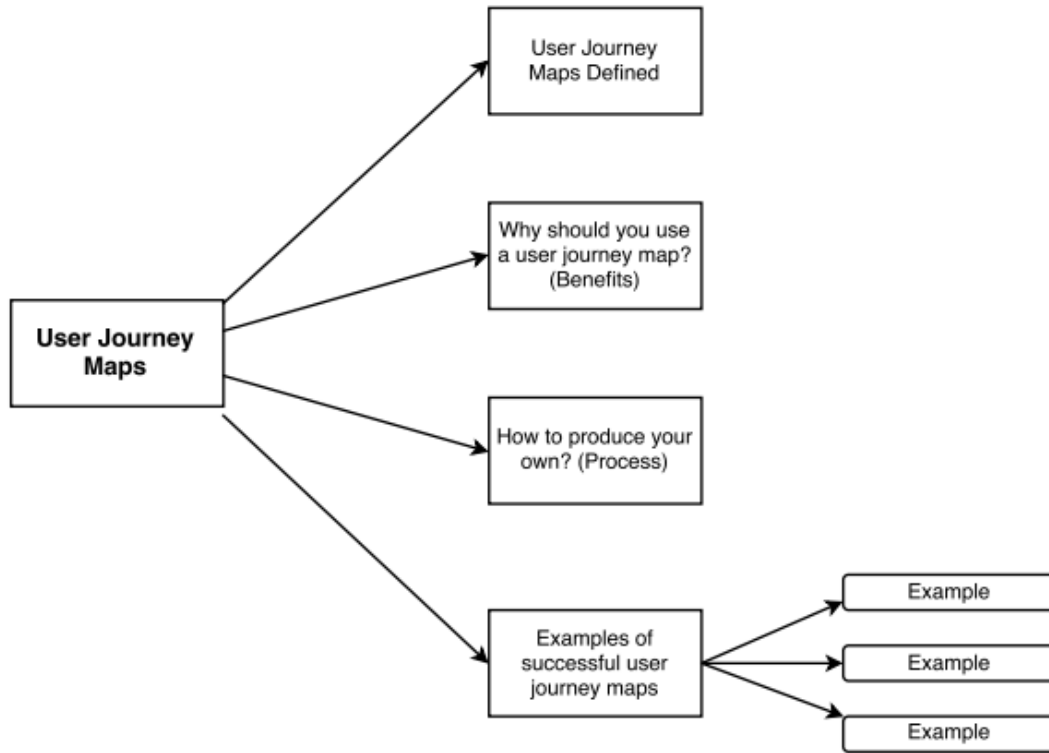
topic	What is a Web Designer?
User characteristics	Interested in Questions put a FAQ in. Want to know some tip and tricks. Different skill sets needed as well. How to get a good job as a Web Designer.
User needs & goals	<b>UNDERSTAND THE FIELD OF A MEDIA ARTIST. TO UNDERSTAND ALL THE HIGHLIGHT AREAS A WEB DESIGNER FALLS UNDER.</b>
website goals	To discuss what it truly is and feels like to be a web designer.
website message	Being a Web Designer is hard yet awarding and a massive field.
Content Strategy	Simple and easy to read and easy to understand.
Content feature	Show skill sets and have a FAQ too as well. With counters and bars
Look and Feel	Very informational, clean and simple

## Topic Project Plan Worksheet

OUTLINE		
heading and content		element type
h1	<b>The Most Challenging Part Of Being A Web Designer.</b>	<b>accordion</b>
h2	Keeping up with different tasks	
h2	Going against others	
h2	Keeping up with skill sets.	
H1	<b>How have Web Designer Jobs changed in 5 years.</b>	<b>Infographic</b>
H2	<a href="https://inspiredm.com/how-web-design-has-changed-over-the-last-10-years/">https://inspiredm.com/how-web-design-has-changed-over-the-last-10-years/</a> make this a info graphic	
H1	<b>Do you have to describe yourself well as a Designer?</b>	<b>Q &amp; A</b>
H2	<b>Does It apply to you?</b>	
H2	<b>Why?</b>	
H1	<b>Famous Designers</b>	
H2	<b>Image gallery</b>	
H1	<b>Tips &amp; Tricks to being a good Web Designer. How to get the job</b>	
H2	<b>Infographic? Or list.</b>	
H2	<b>Workflow practices</b>	

Next Step make a <h> tag chart.

# Topic Project Plan Worksheet



## CONTENT HIERARCHY

