Marianne Pupka, MACA 2880 T/TH 8-11pm
Topic: Web Designer Roles: How many hats do you have to wear?
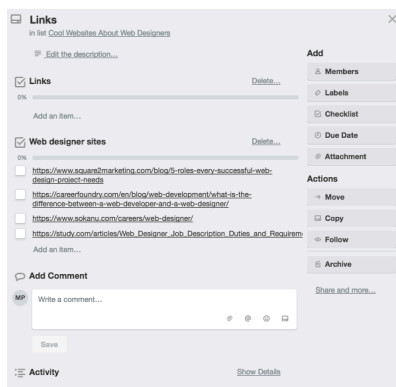
Topic Research - Web Designer Roles
The Story: A Web Designer needs a wide skill set. They may be called upon to perform other duties. Those duties can cover all aspects of creating a website.

Roles: Design webpage layout
Meet with clients (customer service)
Write and edit copy/content
Determine technical requirements
Update websites
Create backup files
Solve code problems
Non-web design

Summary of a web designer: Web design is a relatively new industry, having been created with the advent of the internet. It is gaining popularity in particular over the last ten years, as digital media has become a major part of many people's lives. Most people rely on the web for their communications, information, shopping, social life and more. The demand for web designers has been growing rapidly and the industry is currently considered a good one with relation to job prospects and future growth.

Information Sources:
https://trello.com/invite/b/llr47kCf/6d6a5b78628d378a1e253fd2023be94e/web-designer-roles

…more supporting info on the Trello board

Main Points:

Web Designer Tasks: A web designer is responsible for the aesthetic design, the layout, etc. as well as the user friendliness. They design the layout of the website through constructing prototypes and wireframes. Designers control the flow of information and can even be responsible for website analytics.

Duties: A web designer's job duties cover all aspects of creating a website. They help create and maintain the product. Their duties include, but aren't limited to, the following:

 Design webpage layout
 Meet with clients (customer service)
 Write and edit copy/content
 Determine technical requirements
 Update websites/content
 Create backup files
 Solve code problems
 Non-web design

Who does a web designer interact with: Web developers and designers have a relationship, working together to create an amazing product.

What are the characteristics of a web designer: A web designer is someone who is both creative and technically inclined, and uses both these attributes to build or redesign websites. The web designer has the ability to understand what is needed to make a website functional and easy to use, but at the same time make it aesthetically appealing to the user.

Assets:

• Logo(s) maybe a recruiter's site, Linkedin or Indeed www.brandsoftheworld.com
• Macomb Community College logo
• Infographic (to be created) showing different roles and salaries
• Trello Board created

Additional Info:

Titles may be different and roles may overlap. Five roles that every successful web design project needs:

 Marketing Strategist - sets expectations, understands the latest internet trends
 UX Designer - The UX designer is like an architect and helps formulate the website strategy
 Content Specialist - Content is an important part but it doesn't always get the attention that it deserves. Often, the task of writing gets delegated to the web designer as well.
 Website Developer - Without a team of developers to tie all those pieces together, your website will never be built.
 Editor -The difference between having a nice website and a great, professional-looking website is often the work of a strong editor.

➢ **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:

User Motivation	Approach
List user motivations	Match motivation to the design of your content, layout, navigation, etc.
Desire to know/learn more	Text and links to sites or other information resources
Want examples	Show examples/screen shots of different styles of website that they might design
Interested in designer options	Text and imagery showing different roles and potential expectations
Desire to earn money	Infographic showing salary potential for different jobs

FROM THE USER PROFILES DETERMINE:

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Mostly confident designers	Attractive design with easy navigation
Less confident developers	Some text to discuss web development. This site leans more to designers
Hands-on learners via repetition and practice	Add some links to learning sites, training materials
OK with/or accept change. Will do better once it's understood.	Be nice and make sure text and graphics are appropriate to material.

W3 Advanced

➢ **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 **outcomes** 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
Learn various forms of web design	Share information regarding other learning methods, ie: online sites, books, link to tutorials
Desire to get a job	Text and imagery on different jobs. Infographic
Want to see examples	Show different ways web design is being used
What are the different "hats"	Text/imagery about responsibilities designers may be expected to perform on the job.

➢ **APPLY FINDINGS TO CONTENT PLAN** -----------------------------------

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

topic	Web Designer Roles: How many hats do you have to wear
User characteristics	Designers, entering the job market or have some professional creative experience
User needs & goals	To become better, hireable artists
website goals	To inform and show web designer options
website message	Designers are called upon to do many things – not always designing. Job descriptions may include things from writing to photography…other duties as assigned.