

Design 3

for the Web

Content Summary

topic	Front End Jobs in Web Industry
Data Type	Content Result
User characteristics influence	<ol style="list-style-type: none">1. Big picture2. Present information in different ways3. Showcase different learning styles
Data Type	Content Result
User needs & goals influence	<ol style="list-style-type: none">1. Learning new skills2. Job possibilities in tech3. Most interested in learning about topic (7.5/10)
Website Statements	
website goals	Educate on differences between front end/back end jobs in tech, help others understand skills needed for these fields,
website message	There are many opportunities in front end design in web industry
Tone	Educational, modern,

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From the User Characteristics Survey determine:	
User Characteristics (behaviors)	Design Approach
Big picture: adults require big picture view of what they're learning. Need to know how the small parts fit into larger landscape	Paragraph explain the big view and how it will be broken down (headings)
Present info different ways	Glossary, case study, story, FAQs, pictures
Curate information/Need more info	Resources
Like to practice/hands off	Examples
User Characteristics (motivation)	Design Approach
Frustrated if cannot find info	Good headings, introduction index
Adult learner: what's in it for me?	Benefits content block,
What makes you stay on site?	Nice layout, interactive design/content, easy navigation
Learning styles	Infographics, statistics, charts, maps, audio, tutorials, videos/pictures, paragraphs

From your Topic Survey determine:	
Outcomes the User Wants	Design Approach
Style	Clean, open, clear headings,
Engaging	Overarching idea/message first, good presentation of info,
Learning	Understand quickly, multiple resources, break down info
Website design	Interesting design/content

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NOTES

POV	Web designers, media designers
Professional Interests	Creative arts with a technical application
Personal Interests	Job in web field, further education in applied design
Professional learning	Apply across their skill set, curate information,
Design Skills	7.4/10
Build Skills	6.4/10
Frustrates	Pop ups, slow, spelling errors, small text, can't find info [need good headings, introduction, index]
What makes you stay on site?	Visuals, easy to find content, relevant content, easy to read
Information seeking	Research on internet, ask an expert
Formal learning	Lowest: lecture, highest: practice, average: discussion
Learning on own	Repetition, trusted sources, tutorials, look for expert, break it down/make it digestible
Learning style	Visual [ex: infographic], logical [ex: statistics, charts], solitary [ex: map of info]
Learning frustration	Shallow, no resources, ask questions [ex: FAQs], help digesting info [present different way, clear explanation of concept],
Style	Clean, open, clear headings,
Recommendations	Often
Learn	Direct involvement, watching
New program	Talk to someone, explore controls
Solve problems	Talk it out [ex: see steps/broken down]
Like websites	Interesting design/content,
Buy a book?	Quickly read [art of it [engaging]

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Restaurant	Read it
New camera	Read about it/test it
Makers	True
Explain diagrams	True
Helps engage	Overarching idea/message first, good presentation of infor,

Discovery D

My topic is exploring job titles and creative jobs in tech/web industries. I'm always interested in learning what opportunities are out there in this field since it is constantly evolving and expanding. It's important to explore your interests to see what the best possible fit for a career would be.

Main points:

<https://css-tricks.com/job-titles-in-the-web-industry/>

Web Designer	deciding and implementing how websites look and work.
Front End Developer	This job is focused on HTML, CSS, JavaScript, and light backend work. Not design.
UI Designer	This job is more about designing and less about implementation. Really good at design-tools-of-choice with perhaps only light HTML and CSS
UX Designer	A specific focus on studying and researching how people use a site. Then ushering changes for the better through the system and testing the results.
Interaction Designer	Primarily design, just like a UI Designer, but with specific focus on how things are used and movement.
Art Director	The job is quality control, leadership of other designers, and client communication.
Web Developer	This job is focused on back-end work and working with languages specific to the web, like PHP, ASP, Ruby, Python, etc. Medium skill in database/server work, medium skill in JavaScript, light skill in HTML.
Full Stack Developer	This job is a combination of front and back end work.
Content Strategist	Rather than working directly on implementation, this job is about the structural design of websites. Things like the taxonomies, metadata, scheduling, and analysis of content.
IT Technician	This job works with the actual computers and tech equipment. A hardware person.
Dev Ops	The job bridges the gap between IT and Developers. They handle things like server software, version control, deployment, build processes, and testing servers/processes.
Product Manager	This job is about guiding the site as a whole (or a major feature of the site) toward a better future. Largely dealing with people and planning.
Customer Service Representative	This job is about communicating directly with users of the site to provide help.
SEO Specialist	analyzes, reviews and implements changes to websites so they are optimized for search engines

<https://skillcrush.com/blog/creative-jobs-in-tech/>

Title	Description	Where They Work	Skills Needed
User Experience Designer	all about the experience of navigating a website or app. UX defines the way a user feels when they navigate your mobile menu,	in demand at large corporations and e-commerce companies, where the online shopping experience is crucial to	<ul style="list-style-type: none">• HTML and CSS• A/B testing• Mockups and graphic design with tools like Photoshop and Illustrator

Discovery D

	click your contact information, or just look at your logo.	making sales. UX designers are also sought-after at small startups, where the layout of a landing page can make or break a launch.	<ul style="list-style-type: none"> • User personas/avatars • Site mapping and user flows • Wireframing with tools like Figma, Adobe XD, Invision, or Axure • Analytics with programs like Google Analytics or HubSpot
Front-End Developer	tackle a wide variety of tasks, but the basics are this: they take static designs and code them into fully functional websites and apps.	companies of every shape and size, and are often avid freelancers as well	<ul style="list-style-type: none"> • HTML and CSS • CSS preprocessors, like Sass or LESS • Responsive web design • JavaScript and jQuery • JavaScript libraries, like React JS • Git and GitHub
Digital Marketer	may oversee all inbound marketing efforts or just focus on a specific marketing area like social media or growing search traffic. Others might oversee partnership programs like giveaways and syndication strategies. sometimes includes content strategy tasks like planning an editorial calendar, writing downloadable guides or e-courses, or even executing on multimedia campaigns, like planning a YouTube video series or podcast.	Almost every tech company. Almost all marketing includes “digital” components now.	<ul style="list-style-type: none"> • Data analysis • Landing page and email campaign creating and reporting • SEO best practice knowledge • Social media strategy and analytics • Paid advertising and social media ad buying • Partnership strategy and sponsored content
Visual Designer	create the image and style for a company or brand through color, typography, logos, icons, and other visual elements.	At a startup, you might be both planning and creating all the visual branding from start to finish, whereas at a bigger company you might focus on the assets for just one product or even just on logos or iconography.	<ul style="list-style-type: none"> • user experience / user interface design • Color theory • Typography • Branding standards • Logo and icon creation • Design tools like Photoshop, Illustrator, InDesign, and Figma • Creative briefs and digital layout • User testing • Iterative design

Discovery D

Web Designer	designing aesthetically pleasing sites, but also creating designs that look great in many different sizes and with all the different interfaces and functions needed for each device.	In such high demand that you can find work in this field at companies of all sizes and even as a freelancer designing sites for small companies to launch their businesses.	<ul style="list-style-type: none">• Layout and navigation• Color and typography• User interface design• Responsive design• Web design tools, like Adobe Photoshop and XD• HTML and CSS• Domains and hosting• Git and GitHub• Media queries• Responsive typography• Flexbox• Bootstrap
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Questions

What are your skills involving web languages, browsers, ratios, creativity, visual design?

Are you interested in freelance work?

What are your concerns in learning new skills?

What is most appealing about a career in tech?

Ideas and Supporting Details

What are front-end jobs?	Why are front-end jobs needed/How is the market for jobs?	Why you should be aware of topic Benefits of front-end jobs	Types of jobs	Creatives can work in the tech industry (dont panic!)	How to use this information	Motivation	Skills
The client side or web design in web industry	Designers are in need for creative side of projects	Allows creative outlet	Designers		Finding jobs that better fit your interests	Statistics	HTML/CSS
Examples: designers, content strategists	Helps clients put together their vision	Can work independent or with a team	Developers			Salary ranges	
		Pays well	Directors				
		Gain knowledge on job opportunities					
		Know what skills are needed for specific jobs					

Organizing Principle: Around User

These are the sections on the webpage
main idea (h2) to the details (h3 and h4)



assets

Front-End Jobs

