



# Careers information sheet

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## Web Designer

### What do Web Designers do?

Web designers (and web masters) set up, maintain and update web sites for clients using authoring and scripting languages. They work closely with clients and graphic designers on the design and layout of web pages.

This is a rapidly changing field, so successful web designers need to keep up to date with the latest thinking and software developments. E-commerce (such as online shopping) is becoming increasingly important for many companies, so an understanding of the commercial world is important.

A lot of experienced web designers work freelance.  
(Source: learndirect/jobs4u)

There are several different pathways to become a qualified Web Designer.

- ROUTE 1 - Academic
- ROUTE 2 - Vocational learning
- ROUTE 3 - Art and Design route

Go to the Key Routes web pages for interactive versions of these –  
<http://www.keyroutes.org.uk/careas/itech/opt-wdesign.aspx>

### What else should I be doing?

You will need to mix strong technical and communication skills, so it would help you to:

- experiment with digital photography
- try out computer design and animation packages to develop your skills
- take a short course/evening class/Open University in website design
- set up a personal or hobby website
- set up websites for friends or family
- develop your visual communication skills
- work on your programming skills – HTML, Java and Javascript
- get familiar with packages such Photoshop, Go Live, DreamWeaver, Flash and Shockwave
- organise relevant work experience to give you an understanding of the commercial world

### Useful links

The Sector Skills Council for broadcast, film, video, interactive media and photo imaging is SkillSet.

<http://www.skillset.org>

The British Interactive Media Association is the trade association representing the UK interactive industry.

[http:// www.bima.co.uk](http://www.bima.co.uk)

The UK Web Design Association promotes industry standards within the British web design and new media sector.

<http://www.ukwda.org>

Qualifications such as the Certified Internet Webmaster certification will help you in your career. The main qualification available for webmasters is the Certified Internet Webmaster (CIW) - the industry standard for internet certifications. This can be taken by distance learning while working.

<http://www.prosoftlearning.com>