

Careers in IT

Web Design

Working in Web Design

Web developers can work in isolation (as freelancers) or as part of a team.

Web design is important in every organisation; it forms an essential part of their marketing.

Some specialist companies are still very small.

- Creativity and a sense of design is important – web pages need to look good and grab the viewer's attention
- A good web developer needs not only to have a good technical knowledge of HTML but also other key technologies
- Good communication and interpersonal skills are important: you need to be able to communicate with your client, user and team
- To have common sense: the fact that there are many tools out there to be used in the web design process does not mean that all of them need to be used in one single website
- You should use the tools and the ideas that are most relevant to your client and user group; make something attractive, but right to the point.
- To have sense of humour: it is important in any job that involves working with a group of people or working towards a specification
- To be able to work to tight deadlines

In web design working with different groups is very exciting and very rich. Some deadlines are tight, and products need to be delivered quickly. With a good team and organised plan anything can be achieved.

Pay and Prospects

There are no set pay scales in computing. Starting salaries range from £14,000; the average graduate starts on £18,000. Pay can rise to £45,000 with experience and responsibility.

Sometimes there is a shortage of specific software skills and salaries can rise according to supply and demand.

What do I need?

With regard to qualifications, you would need a computing-related honours degree, foundation degree or HND that would include web design, interactive design, graphic design, and internet technology.

Many universities offer single, joint or combined honours degrees in compatible disciplines that can give you a very good basis to enter in this exciting, changeable and challenging field.

Previous work experience could be useful to getting that important first job in web design.

'Access to Work' is a government scheme set up to provide information, advice and financial assistance regarding the equipment, support and training that can be made available to employees with disabilities.

Web Design

Web design is an interesting and rapidly changing field, assisted by the growth of Multimedia.

Websites are not just a simple platform; they are highly artistic, engaging, the perfect presentation card for any institution, company or group.

Websites need to be designed to be compliant with standards and guidelines to ensure that they are quickly accessible through different platforms, such as PCs, Macs, mobiles, PDAs and digital television.

Together with the technical specification, websites need to be fun, attractive, clear and right to the point.

Accessibility is an important issue as websites need, by law, to be usable with those with vision problems and other disabilities.

Other leaflets in this series

CWG01 Entry Points	CWG11 Systems Development
CWG02 Typical Career Paths	CWG12 Communications and the Internet
CWG03 Year 9 Time of Choices	CWG13 Data Modelling, Management and Architecture
CWG04 Initial Entry (Age 16+)	CWG14 Multimedia
CWG05 Industry Years Ages 18 & 20	CWG16 Artificial Intelligence
CWG06 Intermediate Entry (Age 18+)	CWG17 Games Development
CWG10 Support Team	CWG80 Employment Case Studies

Disclaimer

Although every care has been taken by the Working Party of the BCS Schools' Expert Panel in the preparation of this publication, no warranty is given by the Working Party or BCS as Publisher as to the accuracy or the completeness of the information contained within it and neither the Working Party nor the BCS shall be responsible or liable for any loss or damage whatsoever arising by virtue of such information or any instructions or advice contained within this publication or by any of the aforementioned.

More information can be obtained from:

BCS The Chartered Institute for IT

First Floor Block D North Star House North Star Avenue Swindon SN2 1FA United Kingdom

T +44 (0) 1793 417 424 F +44 (0) 1793 417 444 Online enquiries www.bcs.org/contact Website www.bcs.org

Year in Industry: www.yini.org.uk

Connexions: www.connexions.gov.uk

e-skills UK: www.e-skills.com

© The British Computer Society (Registered charity no. 292786) 2009

If you require this document in accessible format please call +44 (0) 1793 417 600