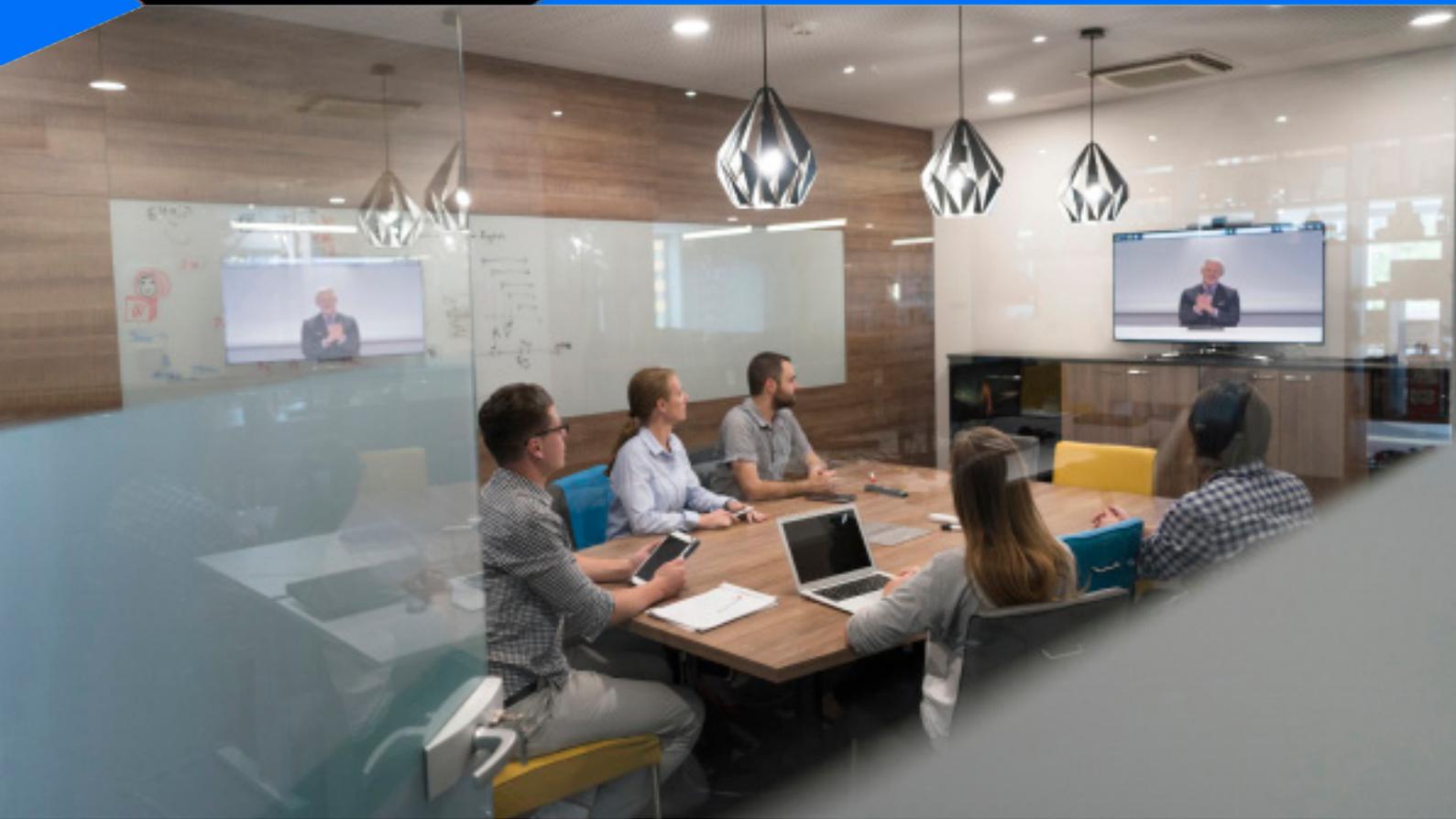


# Exploring Careers Through Technical Routes

## Web Development



### The Industry

Web developers design, build and maintain websites and website applications. Creative organisations employ their own web developers such as advertising agencies, website development & design agencies, digital & social media marketing companies and sales, marketing & public relations companies.

Developers can undertake a variety of different projects and tasks depending on the organisation they work for. Projects could include: creating apps for smart phones; producing e-learning materials; developing an internal website (intranet) for in-house communications; developing an on-line business tool; building and maintaining company databases. They may test sites and applications in different browsers, fix bugs in existing projects, meet with a project team (designers, developers and staff) for updates, learn about and test new technologies or design web pages to support a major advertising campaign.

The Tech Partnership  
[www.thetechpartnership.com](http://www.thetechpartnership.com)

### Skills and Requirements

To become a web developer you will need excellent technical skills and a strong attention to detail. Other skills, knowledge and attributes required include:

- Advanced skills in software programming and graphics
- Good coding skills and knowledge of computer programming languages e.g. HTML
- An ability to work well under pressure always striving to meet the objectives of the client
- Creative thinking ability
- Listening skills to understand your client's needs and solve their problems
- Effective working individually, in mixed teams, with other developers, designers and/or account managers and clients
- Clear and concise communication to understand and translate client ideas or explain technical issues to a non-technical audience
- An ability to manage complex tasks within set timeframes
- A willingness to keep up to date with technology.



# Exploring Careers Through Technical Routes

## Working and Learning in Web Development

### Job Roles & Progression

#### Study Programme

Level 3

Computing.  
Graphic Design.  
Business Studies.



#### Further study

BA (Hons)

Internet Design.  
Web Design.

BSc (Hons)

Web Development/with  
Computing.

Web Production.

FdSc

Web Design and Development.

FdA

Web Design.

Chartered Institute for IT

Formal professional qualifications.



#### Apprenticeships

Advanced

Web Developer.

Advanced and Higher

Software and Web  
Development.



#### Career roles

Lead programmer.

Project leader.

A senior developer can work for an agency or become self employed.

Some developers diversify into roles becoming a business analyst or a technology consultant.

### Calculation including problem solving

#### Tasks

1. Create a plan for developing a new app and calculate the cost for each element of the work.
2. Complete the word count for different components of a web page to ensure all text is visible on the completed page.
3. Create coding variables which have time and or rate change components.
4. Measure the speed of website functions for a client whose system is not fully performing.
5. Determine the size of on screen objects by calculating the overall space available.

#### Links to GCSE Maths

1. **Number** (whole numbers - addition, subtraction, multiplication; decimals - addition, subtraction of decimals).
2. **Number** (whole numbers - addition; fractions - fractions of amounts; decimals - multiplying decimals).
3. **Ratio, proportion and rates of change** (direct and inverse proportion - rates of change).
4. **Algebra** (algebraic formulae – re-arranging formulae).
5. **Geometry and measure** (2-dimensional shapes - perimeter, area shapes).

### Communication, all forms

#### Tasks

1. Speak with a client to identify the requirements for creating their new website.
2. Collect verbal feedback from clients to gauge their satisfaction at each stage of the project plan.
3. Produce a website specification brief to clarify the client's requirements and to guide the development of the detailed project plan.
4. Communicate with potential users to test usability and perceptions.
5. Write a project brief for team members to ensure they know what is expected of them and by when.

#### Links to GCSE English Language

1. **Spoken language** (listening - audience, purpose, standard English).
2. **Spoken language** (speaking and listening - audience, purpose; personal presence - body language, eye contact; voice - tone).
3. **Writing** (audience; planning - a structure, mind maps, flow chart, table; organising information - building sentences; vocabulary - use precise verbs).
4. **Spoken language** (speaking and listening - audience, purpose, discussion skills, listening to others and building on arguments).
5. **Writing** (writing non-fiction - a project plan; organising information - building sentences; vocabulary - use precise verbs).