



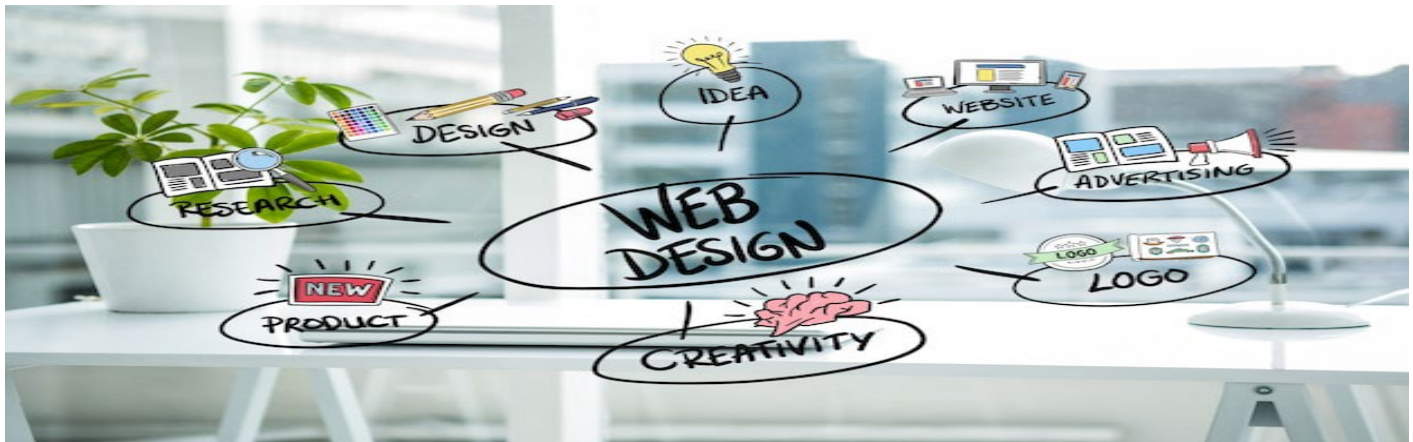
Web Design

Information Technology (IT)

JOB OUTLOOK

Overall employment of web developers and digital designers is projected to grow 23 percent from 2021 to 2031, much faster than the average for all occupations.

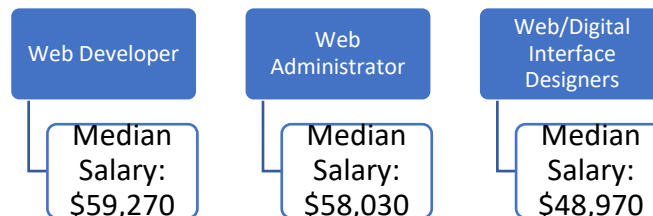
About 21,800 openings for web developers and digital designers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.



OCCUPATION PROFILE

Web developers create and maintain websites. They are also responsible for the site’s technical aspects, such as its performance and capacity, which are measures of a website’s speed and how much traffic the site can handle. In addition, web developers may create content for the site. Digital designers develop, create, and test website or interface layout, functions, and navigation for usability. They are responsible for the look and functionality of the website or interface.

When creating a website, developers and designers must make their client’s vision a reality. They build types of websites, such as ecommerce, news, or gaming sites, to fit clients’ needs. Different types of websites require different applications. For example, a gaming site should be able to handle advanced graphics, whereas an ecommerce site would need a payment-processing application. The developer decides which applications and designs will best fit the site, and the designer focuses on the look and usability of these elements across browsers or devices.



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Memphis-Shelby County Schools



ROAD MAP TO SUCCESS

PROGRAM OF STUDY PROFILE

The *Web Design* program of study is designed for students interested in designing and creating websites. Students will develop fundamental skills in both theory and practical application of the basic web design and development process, project management and teamwork, troubleshooting and problem solving, and interpersonal skill development. Laboratory facilities and experiences simulate those found in the web design and development industry; where interaction with a “client” is indicated in the standards, it is expected that students’ peers or the instructor may serve as mock clients in lieu of an actual relationship with an industry partner. Emphasis is also placed on applying the design process toward projects of increasing sophistication, culminating in the production of a functional, static website. As students work toward this goal, they will acquire key skills in coding, project management, basic troubleshooting and validation, and content development and analysis.

CAREER PATHWAY

SECONDARY EDUCATION

- * Computer Science Foundations
- * Web Design Foundations
- * Website Development
- * Web Design Practicum

CERTIFICATIONS

- * Web Design

ASSOCIATES

- * A.A.S. Web Design

BACHELORS:

- * B.F.A. Graphic Design

MSCS PARTICIPATING SCHOOLS: Melrose HS, Southwind HS, & Wooddale HS

DUAL ENROLLMENT: Beginning HTML – Melrose HS, Southwind HS, Wooddale HS + Southwest Tennessee Community College

LOCAL EMPLOYERS: City of Memphis, Fahrenheit Creative Group, International Paper, Memphis-Shelby County Schools, MLGW, Southwest Tennessee Community College