

WEB DESIGNER

DEFINITION

Designs, develops, maintains, and modifies a college's or the District Office's Web site and portal and supporting Web pages.

TYPICAL DUTIES

Consults with administrators and department heads to define, design, and implement Web pages and portal, improve existing ones and discuss new directions and technology.

Maintain awareness of District and college policies and management initiatives, and identifies opportunities to use Web and portal technologies to further those initiatives.

Interfaces with technical personnel and outside resources to develop and enhance Web presence.

Defines Web presentation standards and content development procedures for Web site and portal.

Works with college and District Office public relations staff to develop effective marketing and PR campaigns using web technologies.

Works with portal administrator(s) to develop effective personalization schemes.

Consults with administrators and department heads to define content and knowledge management strategies and appropriate taxonomies to support those strategies.

Builds consensus and gathers support and signoff on any significant modifications to the Web site and portal of assigned location.

Determines placement of all new information submitted by program areas and develops and maintains a Web information data base.

Converts submitted materials to Web documents.

Edits contents of Web pages.

Designs, creates, and optimizes software based Web graphics including user interface features, site animation, and special effects elements.

Secures programming and graphics support as needed.

Prepares and makes presentations on Web and portal projects to senior management at the District and/or colleges.

Tests and maintains Web links by implementing Web site management software.

Compiles and analyzes Web page hit statistics.

Organizes the navigational structure of the assigned Web site.

Advises and trains users in the design and authoring of Web documents.

Establishes and maintains design and style guides.

Assists information technology staff in analyzing, troubleshooting and evaluating computer hardware and software technologies related to Web site development.

Researches new Web features and tools that might be useful for authoring documents, for maintaining the Web site, and for expanding on-line offerings.

Collaborates with Web staff and management at other locations to improve effectiveness and efficiency of the District's network of Web sites.

Serves as a member on a Web advisory team.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Web Designer** designs, develops, maintains, and modifies a college's or the District Office's Web site and portal and supporting Web pages. The use of creativity and demonstrated graphic design skills are critical elements of this classification.

A **Web Architect** designs, develops, and maintains the technical architecture of Web-based applications.

SUPERVISION

General supervision is received from an academic or classified administrator or supervisor. Technical assistance is provided to personnel with lower-level technical skills.

CLASS QUALIFICATIONS

Knowledge of:

- Principles and techniques of user-centered Web design and development
- Techniques of creating Web pages to meet various accessibility guidelines
- Artistic elements of Web design
- Effective knowledge and content management techniques and strategies
- Techniques for implementing business process improvement using web based platforms and technologies
- Techniques for Web pages design for cross-browser and cross-platform compatibility
- Techniques for search engine optimization
- Hands-on skills with Web development languages/tools such as HTML, CSS, Javascript, Macromedia Dreamweaver and Fireworks, Adobe Acrobat, FLASH, and Photoshop, SQL, Oracle, Microsoft Access, Word, Excel and PowerPoint
- Basic database development techniques with respect to database-driven Web sites, particularly using ASP/ADO, JSP, VBScript, and Jscript
- Enterprise Resource Planning systems Enterprise Portal capabilities, including Knowledge Management, iViews, Pages and Roles
- Template-based Web-page development
- Principles of color theory and typography
- Project management principles and tools such as Microsoft Project
- Principles of computer network operations in a multi-server environment
- Operation and use of technical equipment such as hand-held digital cameras and web cameras
- New trends and developments in the areas of Web site design, usability, information architecture, and accessibility
- Principles of marketing and communications to reach diverse audiences with the goal of delivering specific messages and information

Ability to:

- Design, develop, and maintain Web pages using Web development software
- Apply creativity in the design of Web pages and portals
- Create and maintain knowledge and content management architectures for a large Web site and portal
- Design, create and optimize Web graphics using computer software

Ability to: (Cont.)

- Consult with administrators and staff to define, design, and implement new Web pages and improve existing ones
- Analyze, evaluate and edit text for the Web, navigation structures, user interfaces, and other elements necessary to produce an effective Web site
- Converts submitted materials to Web documents
- Troubleshoot and resolve a variety of Web site linkage, access and related operational problems
- Trains users in the design and authoring of Web documents
- Meet schedules and timelines
- Independently plan and organize work projects
- Establish and maintain effective working relationships with administrators, faculty, and students
- Communicate difficult technical concepts in clear and understandable terms
- Write comprehensive and clear technical procedures, documentation, reports and communications related to Web navigation and design
- Learn the characteristics of new Web page design and development software and equipment and update technical skills to adapt to changing technology

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. Graduation from a recognized four-year college or university with a major in Web-based communications, graphic design, information technology, or a related field **AND** one year of recent full-time paid experience in the design and development of a major educational or business Web site.

OR

- B. Twenty-four semester units from a recognized college or university in Web-based communications, graphic design, information technology, or a related field **AND** three years of recent full-time paid experience in the design and development of a major educational or business Web site.

OR

- C. Five years of recent full-time paid experience in the design and development of a major educational or business Web site.

Special:

- A valid Class "C" California driver's license.
- Access to an automobile.