Diploma in Web Development – Part I

Lesson 6 – The Full Stack – Choose Your Path

Professional Development Roles

The industry of web development is host to an entire set of professional roles with similar roles in the software development industry. Some of the most common and sought-after professionals are discussed.

Web Designer

Web designers are responsible for the look and feel of a website, no matter the device used to access the web page. To this end, strong knowledge of HTML and CSS are required as well as a basic knowledge of how to create animated effects and other basic tasks with JavaScript. The terms UI and UX designer are used to describe web designers with a focus on particular aspects of designing for the web.

Front-End Developer

Front-end developers are more focused on the functionality in the front end of a web application. This includes animated effects and other tasks associated with the user experience, but also includes work in automation, front-end state retention (with frameworks like Ember.js) and AJAX requests to the back-end of a web application.

Back-End Developer

Back-end developers are focused on the architecture on the invisible back-end of a web application. They are in charge of building a robust, error recoverable application, which ideally, is flexible and easy to maintain. They also develop content management systems, sometimes for users who are not "tech savvy" and prone to creating user-made errors if possible. Skills like logical calculation, intelligent encapsulation, and "big picture" understanding are important.

Database Administrator

Database administrators handle the stored content and data for an application. Mostly they will deal with a database that uses particular APIs (for example, SQL). Database structure and organisation, database access permissions and other general security concerns regarding data protection.

Roles in Peripheral Industries

Many other roles exist within the industry that are not directly related to the technical development of a website or web application, but do server to improve content, increase user flow, and other considerations for a web application. Some notable professions are listed below.

Graphic Designer

- Build visual content for your website
- Design input on web page layout

<u>SEO Specialist</u>

- Focus on makeup of website and content in regards to search engine optimisation and organic visibility, using a knowledge set including but not limited to HTML elements and their related content

<u>Digital Marketer</u>

- Increase user flow to your website using modern marketing techniques on the web and other means

<u>Content Writers</u>

- Generate written content for your web application
- Basic understanding of how Search Engines rank pages based on contained content