Entering The
Web Design Industry

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- Established in 1998

- Seek long-term partnerships

- Full service graphic design firm with a focus on web solutions

- One-stop Internet shop

- From planning to design to hosting and maintenance

- Internet marketing and measurable results

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Who is Clint?

- Web developer at Plaudit Design

- Background as a fine art painter

- Making websites since 1997. *I am that old.*

- HTML, CSS, Javascript, PHP, MySQL ...

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Who is Tegan?

- Web Designer at Plaudit

- Majored in Electronic Media Arts & Communications (EMAC)

- Finds inspiration in travel and new cultures

- Learning how to harness her *(self-diagnosed)* OCD tendencies into solid-yet-efficient design

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What is the industry like?

There are varied environments. Typically informal but professional.

- Tight deadlines

- Multiple projects at once

- Finding balance between quality & speed

- Independent task management

- Problem solving!

Each company has a different development environment and procedures. It can take a while to be comfortable.

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How do I stand out...

as a Developer:

- **Code** – is it clean and commented?

- **Attitude** – there are no bad languages

- **Understanding** – if you use jQuery, you should know how to do the same thing in javascript

- **Curiosity** – follow blogs, learn from the development community

- **Experiment**

Work on projects that interest you and your personality will come through.

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How do I stand out...

as a Designer:

- **Portfolio!!**

  - Let your work shine – don't over-design your portfolio

  - Don't get hung up on your identity

  - Curate what you show

  - Less is more

- It's okay to show what you designed vs client changes

- Provide examples of design challenges and how you solved them

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The bare minimum...

- Grammar & spelling

- Professionalism

- Personality

- Easy to find contact information

- Know your work: URLs, your role, have a list

- Know what's going on in the industry...

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Industry Trends

- Responsive layouts

- UX (User Experience)

  – Information Architecture

  – Content First

- Design principles not design trends

- Grids

- Small animations, animations that engage users

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Congrats, you got the interview:

- Interviews are like dates...

- Everything about you says something: Your clothes, your bag, your pen, what stickers are on your computer.

- Regardless of the job, dress as if you want it.

- Arrive early (w/ caveats).

- Know what is on your resume and in your portfolio, you'll be talking about it.

- Show an interest in the company.

- Ask if there will be a computer available.

- If you bring a device for showing your portfolio, clear your browsing history *(Yep, I'm talking to you).*

- Bring: pen/paper, portfolio in multiple forms (Murphy's Law).

- You will be nervous (it's okay, we all are).

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Questions?

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