

Web Designer

A web designer creates layouts for pages and templates for websites, develops graphics, audio and video content and produces the overall design using development tools and coding languages.

The Work

You could be:

- discussing the content and format of the website with the clients, including the purpose of the site and its target audience
- designing page layouts using wireframe concepts and including text sizes, colours and other formatting
- presenting concepts and designs to clients
- producing the website design, using development tools such as Bootstrap and Dreamweaver
- coding the page templates using HTML and other languages such as Javascript and jQuery
- producing graphics, video and audio content to incorporate into the website
- ensuring the design is compatible with all browsers, works across mobile devices and meets accessibility standards
- working with other professionals including web developers, UX specialists and graphic designers.

There is often some overlap between the duties of a web designer and [front end developer](#) and [UX designer](#).

Pay

The figures below are only a guide. Pay rates vary widely, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

Starting salaries can be in the range of £20,000 to £25,000 a year. With experience, this can rise to £30,000 a year and senior or lead web designers can up to around £40,000 a year, sometimes more.

If you work freelance, your income will vary, depending on the contracts you get.

Conditions

- You will generally work normal office hours from Monday to Friday, but may have to work some weekends or evenings to meet deadlines.
- You might sometimes have to travel to visit clients and spend overnights away from home.
- You will spend most of your time working at a computer.

Getting In

- Entrants usually have a degree (SCQF Levels 9-11) or HND (SCQF Level 8) in a subject such as digital design

and development or web development.

- If you have a degree in a non-computing subject you could take a postgraduate (SCQF Level 11) course in a related subject.
- For entry to an HND course you normally require 1-2 Highers plus some subjects at National 5. For entry to a degree course you need 4-5 Highers.
- You might get in through a Modern Apprenticeship in IT and Telecommunications at SCQF Level 6 or Creative and Digital Media at SCQF Level 7, then work your way up with experience and further specialist training, or a Technical Apprenticeship at SCQF Level 8.
- You may need to do a technical test as part of a job interview.
- Knowledge of web technologies is useful, for example: HTML and CSS; design and graphics software packages such as Adobe Creative Suite; and content management systems.
- Studying for the Foundation Apprenticeship Creative and Digital Media, which you can start in S5 and study at school and college, can count towards entry of a course. Entry requirements vary between colleges, but you usually need 3-5 subjects at National 5 including English. Maths, Art and Design, Computing Science or a science subject may be required. It is recommended that you work towards relevant Highers by the end of S6.

There are jobs in almost all industries, including retail, IT, education, the media, central and local government, finance, the communications industry and health care. Jobs are advertised in the press and on the internet.

What Does It Take

You need to have:

- good attention to detail
- creativity
- an eye for design, colour and shape
- an understanding of web technologies and standards
- good communication skills
- a good understanding of how people interact with websites and web applications
- an up to date knowledge of developments in IT.

You need to be able to:

- listen to your client's ideas and interpret them
- work accurately under pressure and meet tight deadlines
- understand your client's business needs
- work well as part of a team and individually.

Training

- Training can be on the job with part time study.
- You would usually complete other short courses whilst working.
- You can take short courses, in appropriate software or programming languages, to fill gaps in your knowledge and keep up to date with new packages.

Getting On

- With experience, you might become a project manager.
- You might move learn more programming and scripting languages and move into a development role (see the [Front End Developer](#) or [Web Developer](#) job profiles).
- You could work freelance or do contract work (usually jobs lasting for a few months at a time).

More Information

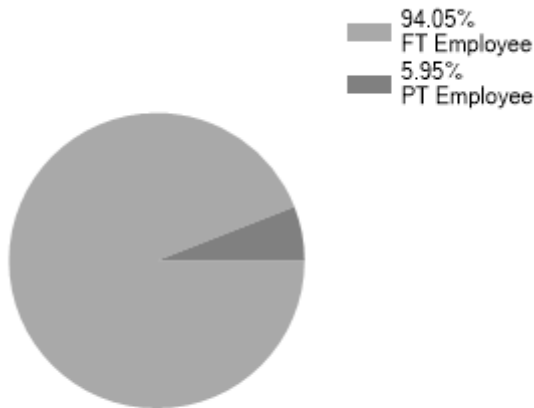
For more information please see organisation below:

- [BCS, The Chartered Institute for IT](#)

Contacts

Statistics

Employment Status UK %

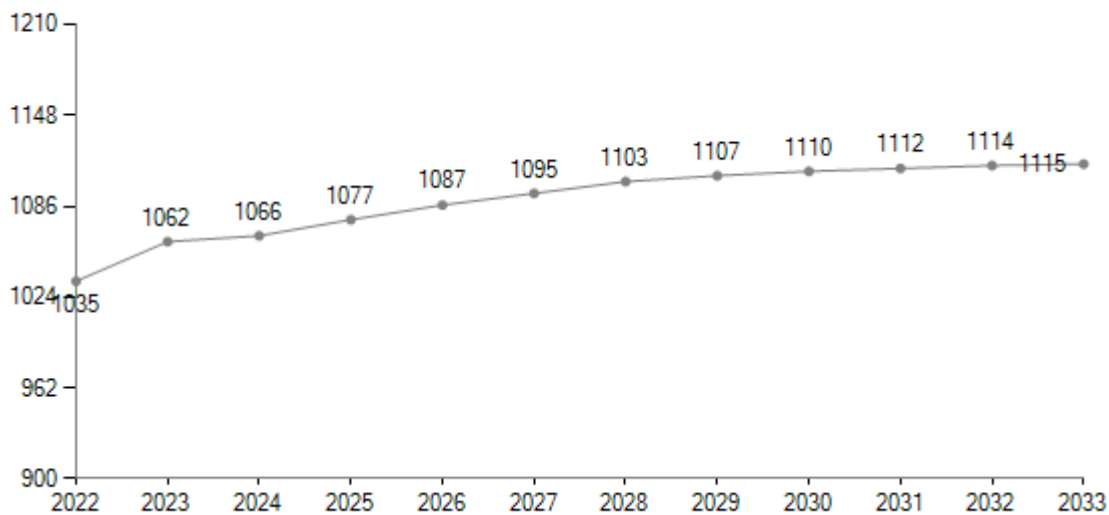


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)