



Web Development

August 25th, 2010





A web developer is engaged in the development of applications that run in a web browser.



A nationwide search conducted at monster.com on January 8th, 2010 using the keywords “web developer” turned up 700 positions. The same search conducted on August 18th, 2010 turned up >1000 positions. So did a search with the keywords “web developer php”

Job Title:

Senior Web Developer

Experience and Skills requirements:

Type of prior related experience:

5-7 years experience as a Senior Presentation Developer at a major agency, retail or financial services institution or large eCommerce site. Expert level experience in Dreamweaver, technical development of Flash, and Photoshop is necessary. In-depth knowledge of standards-based web development and accessibility requirements. A robust understanding of HTML, XHTML, CSS, jQuery, ActionScript, and XML markup and standardization practices. The ideal candidate should have substantial experience developing and programming websites and interactive widgets.

Required Skills:

XHTML, jQuery, CSS, EXCELLENT COMMUNICATION SKILLS

The ideal candidate will have at least 3+ years of experience as a web designer/developer and will have worked in-house managing interactive projects from concept to deployment. The ideal candidate will be confident working on both design and development. Experience and expertise in front end coding, web design development tools, SEO and social media.

Responsibilities:

Maintaining and building out the current website,

Supporting graphics needs, and building new web-based applications, both for internal use and for external customers.

Front end web design and feature development.

Development of web-based tools used throughout the company

Evaluate existing applications and recommending design changes to improve usability or performance

Work on a variety of projects from websites to CMS systems to banner ads

Building new websites, building e-commerce applications, integrating into our customer portal and our internal CRM system, updating current pages and user interfaces.

Work on employee intranet.

(cont.)

Qualifications:

3+ years professional experience as a web designer & developer, with a minimum of five (5) years professional employment (in any field) preferred.

User-Interface / User Experience expert. Must have experience with layout and concept development, user scenarios, screen-flows and requirements documentation.

Design Skills. Must demonstrate strong conceptual skills, comfortable working with fonts and colors, and capable of compositions outside of templated designs; Strong understanding of typography, layout, grid systems, hierarchy, color, composition and animation

Technical Skills. Proficient with CSS, HTML, JavaScript and XML/XSLT. PHP and Action-Scripting knowledge a plus, but not required. Proficient in both ASP.NET, .net framework, and C# and/or VB.Net . A strong understanding of SQL Server, and Flash architectures

Understanding of SEO and E-Commerce. Must possess current search engine optimization best practices knowledge and at least a basic familiarity with e-commerce platforms.

A solid understanding of the methods for optimizing media for the web.

Software and Languages: Photoshop & Illustrator, Dreamweaver & Flash, Microsoft Office (Word, Excel, PowerPoint)

Social Networking Interfaces (ie Facebook, Twitter, YouTube, etc.)

E-commerce experience: Working with Internet shopping cart, maintaining an active Internet retail website

- Skilled at quickly learning new technologies and tools
- Creativity and design skills
- Self-motivated while also a team player
- Interest in user experience and content hierarchy a plus.

Experience with the following is a plus:

google adwords API, UPS shipping API, Paypal API

Adobe CS3, 4, or 5

Working with photos in Adobe Fireworks or Photoshop

Have understanding of maintenance, content management and A/B testing tools

Knowledge of website performance best practices

Familiarity with content management systems (CMS) for creating, entering and editing web content

PHP Web Developer

About the Job

A Washington D.C. research firm seeks a web developer with basic computer network experience to work with a graphics and web team.

Our client is committed to promoting the free-market system and they use aggressive and edgy messaging campaigns to change the debate on behalf of high-profile clients. With over 20 years of experience, they manage roughly 30 websites to help promote their clients' interests and issue areas. Downtown DC location, lucrative financial incentive plan, and non-stop adrenaline provided.

Direction

Website development project management (coordinate graphics, front-end layout, and back-end programming to meet client needs)

Advise clients on website content – including designing site information architecture and adapting print/static content for use on the web

Expertise and advisement on social media and online marketing trends

Skill sets needed:

PHP and ColdFusion (Application programming)

XHTML, CSS2, JavaScript, jQuery (Front-end website programming)

MS SQL and MySQL; Access expertise a plus (Database programming and administration)

Basic LAMP (Linux/Apache/MySQL/PHP) server management

Skill Sets Desired:

Social media and online marketing implementation

Firewall administration (SonicWALL)

Adapting print/static content for use on the web (in terms of how content is written and organized)

Photoshop, Illustrator, Flash, and InDesign expertise

Should you be a web developer?

- Do you like to solve problems?
- Are you willing to learn several programming languages?
- Are you willing to work with databases?
- Can you work with other people?
- Are you detail oriented?

Interviewing the Web Developer

- 20 Good Questions to Ask
- How to choose a web developer

Summary of skills

- Front end developer
 - HTML
 - CSS
 - JavaScript
 - JQuery
 - JSON
 - AJAX
- Back end developer
 - PHP or ASP
 - ActionScript (Flash)
 - MySQL, SQL
- Frameworks (CMS)
 - DRUPAL
 - Joomla
 - WordPress
 - Zend
 - Pear
 - CodeIgniter

Who or what uses PHP

- <http://www.php.net/usage.php> (2007)
- Yahoo, Wikipedia, Digg, Facebook, Google, Alta Vista, SimCity 4, Lycos, Lufthansa, HP, Nortel, AMD, Siemens, UPS, Bausch and Lomb, SourceForge,
- WordPress, Drupal, Zend, Magento, SquirrelMail, osCommerce, phpBB,
- [Open Source Applications that Changed the World](#)

CSS Overview

Cascading Style Sheets (CSS) is a simple mechanism for adding style (e.g. fonts, colors, spacing) to Web documents.

The W3C (World Wide Web Consortium)
<http://www.w3.org/Style/CSS/>

Why CSS for web developers?

- If you are self-employed you must be prepared to “do it all.”
- If you work in a team as a programmer, it helps to be able to communicate with front-end developers.
- CSS is integral to understanding and writing JavaScript, as well as using popular JavaScript libraries such as jQuery.

More about CSS

- Controls fonts, color, spacing, and positioning of elements on a web page
- Completely separates presentation from structure and content
- Easy to learn
- Replaces the old, pre-CSS workaround, which used tables to control layout

More about CSS, cont'd

The look and feel of an entire website, no matter how many pages, can be styled by a single CSS file (although in practice, several special-purpose stylesheets may be used in addition to the main stylesheet).

What is the “Cascade”?

- A system that defines the importance of individual styling rules, determining which rules will take precedence in the event that several rules apply to the same element
- Takes into account a rule’s weight, specificity, and order of appearance

Ways to incorporate CSS

□ Inline styles

```
<p style="font-size: 12px; color: green">This  
example uses inline styles.</p>
```

□ Embedded styles

```
<style type="text/css">  
    p { font-size: 12px; color: green; }  
</style>
```

□ Linked stylesheet

```
<link href="styles.css" rel="stylesheet"  
type="text/css" />
```

Advantages of using CSS

(in an external stylesheet)

- Reduces design/development time
- Permits quick and easy changes in presentation
- Simplifies site maintenance
- Fosters accessibility and usability

Advantages, cont'd

- Reduces loading time for the user
- Saves money for the client (reduces server and bandwidth overhead)
- Ensures proper display across different browsers (although unfortunately, 100% consistency *does not* exist)
- Enables collaboration / eases succession of responsibilities

CSS and web standards

“...Though today’s browsers support standards, tens of thousands of professional designers and developers continue to use outdated methods that yoke structure to presentation, in some cases entirely avoiding semantic structures and misusing (X)HTML as a design tool. Highly paid professionals continue to churn out invalid, inaccessible sites filled with structurally meaningless markup, huge image maps, excessively nested tables, and outdated detection scripts that cause the very usability problems they were originally intended to prevent.”

The Web Standards Project

<http://www.webstandards.org/about/mission/>

Examples

- <http://www.beetcafe.com/>
- <http://www.yahoo.com/>
- <http://twitter.com>
- <http://eyedraw.eu/>

The future of CSS

CSS3 is here! A few examples:

- <http://owltastic.com/clients/24ways/prototype-alt/index.html>
- <http://media.24ways.org/2009/14/3/index.html>
- <http://devfiles.myopera.com/articles/480/zebra2.html>