

I. Polischuk

*Research supervisor: O. A. Kovalchuk, assistant,
Candidate of Pedagogical Sciences
Zhytomyr Ivan Franko State University
Language tutor: L.P. Serdiichuk*

WHY SHOULD WEB DESIGN BE A PROFESSION?

The Internet is widely used to find some information, to buy necessary stuff without leaving home, to carry on business, to communicate with people despite the distance. All the above mentioned is provided by websites. The majority of these websites are created by website designers. The aim of this article is to show the attractiveness and advantages of the profession of a web designer.

What does a website designer do?

A website designer is often responsible for the layout, color scheme, and general design of a website. Designing a website is not just making it aesthetically pleasing. Skilled website designers must also make a website easy to navigate, so visitors can find exactly what they need as soon as possible. Website designers must also know how to help a website rank in a search engine and where to place advertisements so they are effective [1].

What kind of education does a website designer need?

There are no set education requirements to become a website designer, and some motivated individuals may be able to break into this field simply by learning design and programming skills on their own. Website design is a rapidly growing and highly competitive industry, however, and successful website designers usually have at least a few years of post-secondary school [2].

A website designer needs to be artistic as well as computer savvy. Therefore, most website design degree programs focus on combining digital media courses with computer and web programming courses. At the very least, website designers should know basic web programming languages, particularly HTML and CSS, and graphics editors, for example Adobe Photoshop, CorelDraw.

We can find a lot of positive aspects in the profession of a web designer:

- the specialists having proper experience and qualification are required at the labour market;
- a web-design market gives wide opportunities of professional development;
- any design error can be corrected;
- it is possible to realize practically any idea without expenditures;
- a considerable salary.

A website designer's salary, however, is largely determined by his/her skills and working hours. This profession is the most highly sought and paid one on the Ukrainian labour market today [1].

Taking into consideration the advantages of the profession of a web designer and the prospects of its development in Ukraine and in the world, it is necessary to

find resources for realization of the research activity in this sphere, the perfection of the educational process, organization of scientific exchange. It is also necessary to organize master classes and seminars by the best foreign designers and employees of the best foreign web design companies.

LITERATURE

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