Career Track Guide

Computer Graphics & New Media

Web Management & eCommerce

Website Development
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Website Development

What career options will your degree in Computer Graphics & New Media, Web Management & eCommerce and/or Website Development afford you? We’ve assembled a series of career path overviews, job titles, and job descriptions to help you explore the possibilities and focus on a career track.

Job descriptions were compiled from actual online job postings and from Johnson & Wales’ DACUM (Developing a Curriculum) process (when we ask practicing professionals to detail the duties, tasks, skills and required work behaviors associated with their positions). Now is the time to collect all the information you can and make informed decisions about your career path. The information assembled here is a great place to start.
Career Paths

The following Career Paths and supporting titles/descriptions are provided in this Career Track Guide.

**Computer Graphics**
- Digital Illustrator/Artist
- Graphic Artist
- Production Artist
- Desktop Publisher
- Multimedia Designer
- Web Animator
- Graphic Designer
- Multimedia Developer
- Technical/New Media Producer
- Art Director
- Creative Director

**Internet Commerce**
- Internet Marketing Specialist
- Internet Commerce Manager

**Web Development**
- Junior Web Developer
- Web Designer
- Web Developer
- Multimedia Developer
- Web Master/Manager
- Senior Web Consultant
- Director of Technology & Web Development
Career Path #1
COMPUTER GRAPHICS

Digital Illustrator/Digital Artist
A digital illustrator/artist will exclusively use computers to create images and graphics for use in a variety of formats. A digital illustrator tends to work more on manipulation of existing digital images for commercial applications, while a digital artist has the skills and tools to develop new digital images.

A digital illustrator/artist:
- Draws and animates sketches and storyboards for online content.
- Manages various digital elements of a project, as assigned.
- Illustrates visual concepts in keeping with the illustration style developed by the multimedia designer, the multimedia developer and the art director.

Graphic Artist
A graphic artist will design and produce still and animated graphics that are elements of an overall visual design. A graphic artist is also involved in updating existing material, as well as determining style, technique and medium to produce the desired effect. Knowledge of a variety of software applications such as Adobe Photoshop, Illustrator, Quark Xpress, GIF Builder, etc., are essential.

Production Artist
A production artist works with the multimedia designer, the art director and others to provide support for the execution and production of marketing communications material. The artist has a knowledge of pre-press digital and off-set production techniques.

Some essential functions of the production artist are to:
- Take design concepts from thumbnail to create electronic layouts.
- Electronically manipulate and retouch imagery.
- Prepare files for press.

Desktop Publisher
Desktop publishers produce professionally designed and presented documents, according to specific design and presentation requirements, using desktop publishing software. They may specialize in simple office documents or in graphically complex, multi-colored publications.
COMPUTER GRAPHICS CONTINUED

Some responsibilities of a desktop publisher are:
- Obtaining a clear understanding of the client’s requirements regarding brochures, booklets, advertisements, in-house magazines, newsletters, manuals and various other publishing materials.
- Preparing sketches and discussing design concepts, and producing graphics either freehand or by computer.
- Designing and arranging layouts to meet client’s requirements, amending the layout, and integrating text with graphics to create a readable document.
- Merging photographs with computer images, scanning and adjusting colors for the publication.
- Displaying proficiency in a variety of software packages, such as PageMaker, Freehand, Illustrator, Quark Xpress, and Photoshop.

Multimedia Designer
A multimedia designer is responsible for creating sophisticated, content-rich presentations using applications such as Macromedia Shockwave, Flash or Director. Multimedia designers generate and manipulate graphic images, animations, sounds, text and video into seamless multimedia projects.

A multimedia designer:
- Prepares flow diagrams to outline project concept.
- Prepares codes to produce the multimedia project or product.
- Prepares digitally-formatted graphic images and animations, video/sound production and editing, scans photographs and images, and retouches and manipulates images.
- Manages the development and implementation of multimedia products.
- Maintains complete documentation for all projects.
- Investigates, analyzes and recommends appropriate equipment and graphic design and multimedia software.

Web Animator
A web animator is a multimedia designer whose focus is on the web and Internet aspects of new media.
COMPUTER GRAPHICS CONTINUED

Graphic Designer
Graphic designers are responsible for creating, developing and producing layouts and designs. They tend to use computers almost exclusively for design, sketching, and image manipulation.

A graphic designer:
- Creates, develops and produces layouts of user interface designs.
- Updates, customizes and revises graphic files.
- Prepares creative layouts for production.
- Produces effective marketing materials, including catalog pages.
- Contributes innovative designs and creative ideas to an organization’s website.
- Recommends design and material options, reviews proofs and coordinates the process.
- Possesses an understanding of material costs and time limits.

Multimedia Developer
A multimedia developer works with a team of other web developers to design, implement, document, test and distribute multimedia applications.

A multimedia developer:
- Performs web development tasks, including creation of structure, navigation, rollovers, simulations, etc.
- Conducts tests and troubleshoots any bugs.
- Focuses on the integration of a variety of multimedia elements into a functioning website.

Technical/New Media Producer
Technical/new media producers are commonly found in the television and web development/management area of the multimedia field. Technical/new media producers are responsible for coordinating various multimedia elements for use in television shows and web sites.

A technical/new media producer:
- Develops the strategy for the new media project (or project element).
- Provides overall project management, ensuring on-time delivery, budget discipline, and recruiting and managing the development team.
- Acts as the chief liaison between the development team and the inside/outside marketing team.
- Develops production plans and project specifications.
- Negotiates with and manages a variety of vendors and sub-contractors.
- Manages budgets and program planning.
COMPUTER GRAPHICS CONTINUED

Art Director
An art director is usually an experienced designer and is involved in conceiving and executing designs, as well as providing direction for design and coordinating designers.

Some other responsibilities of an art director include:
- Managing client expectations and ensuring the quality of work, time to completion and meeting of cost objectives.
- Assessing department processes, systems and workload assignments to improve quality and meet deadlines.
- Assisting in development and implementation of department strategies and initiatives.
- Overseeing the graphic design team in translating creative graphic concepts by developing a direction for the designs and also maintaining concept integrity within business and brand parameters.
- Elevating design standards and ensuring professional standards are met or exceeded by all designers.

Creative Director
The creative director takes a strategic role, determining how best to represent a company. This position involves the development of high-level concepts for design projects, as well as working with clients and pitching designs. The creative director leads and inspires a team of writers, graphic designers and agency resources to develop effective marketing and advertising communications tool and programs.

A creative director:
- Provides consultation and solutions for all creative and content issues.
- Understands the concept of creative brand management.
- Oversees conceptualization and production of printed materials, as well as the creative elements of advertising campaigns, website and multimedia projects.
- Delivers effective strategic planning, creative direction and product management solutions.
- Adheres to standards of quality to prevent costly modifications and avoid project delays.
- Manages and mentors the creative team in terms of creative approach and coordinating work flow to meet deadlines and budget.
- Establishes and maintains specific work goals and objectives to be achieved by subordinates; trains, develops and motivates subordinates to improve current performance.
Career Path #2:  
INTERNET COMMERCE

Internet Marketing Specialist
The internet marketing specialist is a member of the sales and marketing team focused on managing the online elements of the marketing mix. These can include websites designed to promote, sell, or support products and services.

The internet marketing specialist:
- Works with web designers and developers to manage the strategy, site mapping, creative development, content development, copywriting and other elements.
- Drives traffic to the organization’s website through search engine marketing, promotional emails, direct mail, Internet advertising and other marketing tactics.
- Reports on site traffic, transaction revenue, lead flow, lead conversion, repeat sales, and other key measures of success.

Internet Commerce Manager
The Internet commerce manager will direct, establish, plan and implement the overall policies and goals for an organization’s marketing strategy on the web. The Internet commerce manager works closely with the marketing team to create effective online sites to generate sales.

The Internet commerce manager will:
- Manage the efforts of the Internet development team to maximize the website’s effectiveness in meeting revenue goals set by the company.
- Develop marketing strategies, sales plans, expense budgets and guide the overall growth of the consumer direct business.
- Develop commercially-oriented websites as one part of an overall sales and marketing initiative.
- Lead and define project objectives, developing budgets and assembling a team of web designers and related graphic and creative personnel.
- Help technical and marketing departments communicate effectively.
Career Path #3
WEB DEVELOPMENT

Junior Web Developer
A junior web developer assists in the design, development, improvement and implementation of a website. The junior developer utilizes scripting code to generate and organize web content, as well as graphics software to create and modify web graphics.

Web Designer
Web designers create the look, feel and navigation for websites by defining the user interface, and creating graphics or animated images and visual elements to make a site appealing and help a company advance its business goals. Web designers are also responsible for web content updates, database updates, participation in code reviews and design sessions.

A web designer will:
• Create the pages, layout and graphics for websites.
• Create and edit graphic images and utilize web design programs to enhance visual concepts.
• Identify, address and solve technical problems related to interface, screen design or the web.
• Understand browser compatibility issues, coding/scripting, networking protocols, desktop publishing/design programs and databases.

Web Developer
The web developer determines the hardware the site should use, the software necessary to make it function properly, and the design and navigation that will attract visitors. The web developer is also involved in setting up reporting tools.

A web developer is responsible for:
• Analysis, development, coding, security, testing and debugging.
• Monitoring and enforcing the budget set forth by the company.
• Leading the development and implementation of highly complex applications.
• Evaluating systems specifications, determining and implementing the most efficient and cost-effective software solution.
WEB DEVELOPMENT CONTINUED

**Multimedia Developer**
The multimedia developer works with a team of other web developers to design, implement, document, test and distribute multimedia applications to internal users and/or external customers.

A multimedia developer:
- Performs web development tasks, including creation of structure, navigation, rollovers, simulations and more.
- Conducts test on multimedia elements and troubleshoots any bugs.
- Focuses on the integration of all multimedia elements, such as video and animation, into a functioning website.

**Web Master/Manager**
The web master/manager is responsible for the design, development, implementation and maintenance of multiple websites. The web master/manager assists in coordinating multiple web projects and providing guidance to web development team members.

A web master/manager is responsible for:
- Coordinating research, testing, and implementation of new web techniques.
- Installing, implementing and customizing hardware and software system elements.
- Developing, implementing, and maintaining web-based application systems.
- Executing online content as well as adapting and correcting inconsistencies of existing content.
- Designating company website development standards.
- Working closely with marketing.
- Analyzing web tracking reports.

**Senior Web Consultant**
A senior web consultant is responsible for cultivating new customer opportunities and expanding an existing customer base. The consultant is able to identify a customer’s web challenges and prepare a proposal detailing the technical specifications required.
WEB DEVELOPMENT CONTINUED

A senior web consultant’s functions are to:
• Develop technical and business requirements for a client’s web properties.
• Layout technical requirements and create detailed proposals.
• Plan and review user interface designs and site architecture for new products and features.
• Properly evaluate a client’s expenditures, revenue potential and production methods.
• Be aware of upgrade opportunities within existing engagements, or new opportunities with the organization.

Director of Technology and Web Development
The director of technology leads the integration, management and development of existing and new websites.

Other responsibilities include:
• Leading projects and supervising developers and IT personnel, as well as resolving technical operational difficulties.
• Development of project specifications, documentation and timelines.
• Accurately estimating project resource and manpower requirements.
• Communicating and updating management on project development and status.