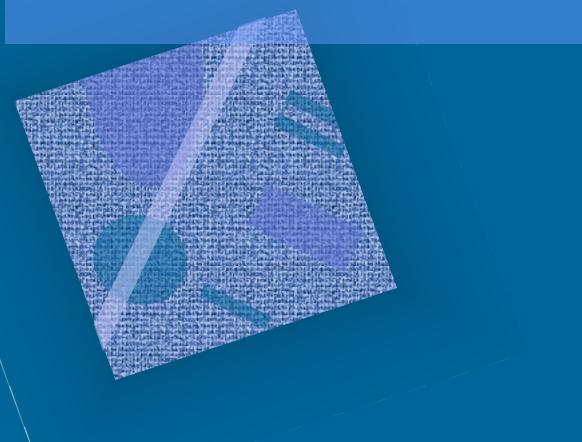
COMS 359: Interactive Media



Agenda

- Project Two
- Career Opportunities
- Course Evaluation

Project Two

- Deliverables
 - 1) Fixed Media
 - Name
 - Email address
 - Name of first file
 - 2) Online (piece of paper)
 - Name
 - Email Address
 - URL





Content (20 points)	COMS 359	122,0000	
[] The project is turned in on time and in the proper format. (10) [] Text content is free from errors in spelling, grammar, and punctuation. (5) [] The application employs meta-information within the < head> element to specify information for seengine optimization, control the presentation of content, or to create a reflesh function. These < meta> temploy correct syntax and function as intended. (5) [Structure (20 points) [] A sitemap and wireframe model have been submitted and approved. (5) [] The application creates a consistent look and feel across all pages through the use of common design features, consistent positioning of elements, and custom graphics. (5) [] All hypertext links operate correctly and lead to the content indicated by the linked word or phrase. I do not result in dead-ends, fail to activate properly, or target the wrong content. (5) [] The application employs forms to gather information from users. The forms are well-designed and organized, collect the right information to process the request, and validate user input. (5) Design and CSS (20 points) [] The application makes effective use of color, graphics, and typography. The selection and styling of elements are commensurate with content and effectively communicates the personality of the project. (5) [] The application makes effective use of color, graphics, and typography. The selection and styling of elements are commensurate with content and effectively communicates the personality of the project. (5) [] The application makes of the project and control layout and the appearance of images, forms, lists, and elements. The CSS is written properly and does not exhibit errors in syntax. (5) [] The application in explaints and control layout and the appearance of images, forms, lists, and elements. The CSS is written properly witten and do not exhibit errors in syntax. (5) [] The application applications of the project is organized and function of the project is organized and form functions, like form layout	Project #2	Name	
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Project 2 Requirements

Career Opportunities

- Topics
 - Media Production Careers
 - Marketing yourself
 - Professional development

(Comparison based on Entry Level Positions)







- Lower Compensation
- Smaller Markets
- Highly competitive
- Flat job market
- Established hierarchy and specializations
- Established corp.

- Medium Compensation
- Smaller Markets
- Competitive
- Shrinking job market
- Established hierarchy and specializations
- Established corp.

- Higher Compensation
- Medium-Large Markets
- Competitive
- Explosive growth
- Little or no established system/specializations
- Small start-ups

http://www.bls.gov/ooh/a-z-index.htm



What Web Developers Do

Employment Change, 2016-26

Web developers design and create websites. They are responsible for the look of the site. They are

24,400

also responsible for the site's technical aspects, such as its performance and capacity, which are measures of a website's speed and how much traffic the site can handle. In addition, web developers may create content for the site.

15% (Much faster than average)

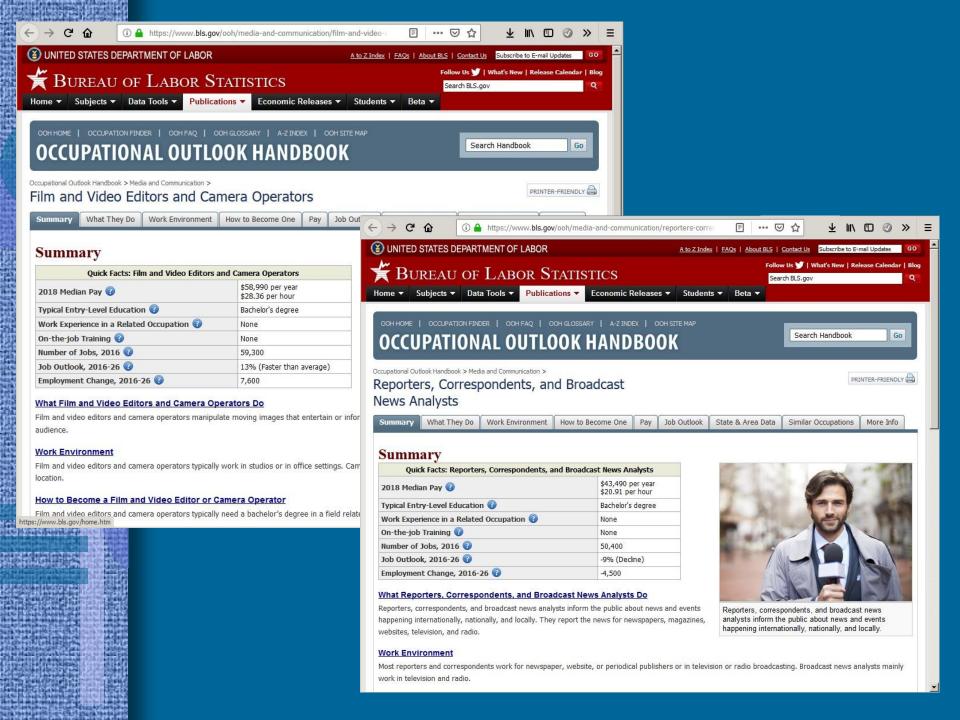
Work Environment

About 1 in 6 web developers worked in the computer systems design and related services industry in 2016. About 1 in 6 were self-employed. Others worked in industries including publishing, management consulting, and advertising.

How to Become a Web Developer

Educational requirements for web developers vary with the setting they work in and the type of work they do. Requirements range from a high school diploma to a bachelor's degree. Web developers need knowledge of both programming and graphic design.





Cautions

- Print & Broadcast are not dead; there are and will continue to be opportunities in traditional media
- However, there are good reasons to look at web/Internet as a possible future
 - Although print & broadcast are not dead, they also are not aggressive growth industries
 - The Internet is still new and developing; excellent opportunities for new graduates
 - Web/Internet is not mutually exclusive; many web development jobs are hybrids (i.e. print & web)
 - Web/Internet usually pays better and allows for greater flexibility and options in employment situations

- Job Market
 - Web/Internet job market is good
 - More open positions than qualified graduates
 - Web development and Interactive Media are included in this estimate
 - Types of Jobs
 - Web Developer
 - Web Designer
 - Front End Developer
 - Jr. Web Developer

8 days ago







\$86,223/year \$71k

Company

Reviews

Why Work For Us

Benefits

Mozilla is a category of one: a global technology not-for-profit super-powered by a worldwide community of volunteers, with a mission to keep the internet a healthy public resource for all. By building great products, creating innovative technologies, and engaging people to take action, we create an outsized impact in the world. We always place people ahead of profit.

Mozilla wants you to help fight for an Internet that's open and accessible to everyone. We fulfill that mission as both a corporation and a non-profit organization, blending technology with advocacy, policy and education.

As our new Front End Web Developer in Mozilla Corporation's Marketing department, you will build elegant, open web applications that make the web more inclusive for millions of people around the globe. You will be a trusted source, willing to speak up, have a good team attitude, and be comfortable with minimal direction and rapidly shifting priorities.

You will join a small empowered team and will work alongside UX, Creative, Marketing and Product. Best of all, your career knowledge will deepen with access to some of the best developers and research in the industry. This position is available for hire in our Portland, Oregon office.

Sound exciting? Send us a brief cover letter and resume highlighting how you fit the following:

Duties:

- Work efficiently without close supervision and be self-motivated.
- Solve problems with new technologies and showcase developing technologies in your work.
- Sketch diagrams and visualizations for your technical solutions.
- Provide accurate time estimates for engineering tasks.
- Take pride in writing reusable, readable and pragmatic code.
- Receive and process feedback.
- Perform constructive code reviews.
- · Communicate positively with the larger Mozilla community.

Requirements:

- Bachelor's degree in Computer Science or equivalent experience.
- 2 4 years of web development experience.
- Strong grasp of modern web standards (HTML5, CSS3, DOM).



Web Developer, Jr

Chenega Corporation • Columbia, MD Posted 13 days ago



Job Competition



Job Description

ADG CREATIVE, LLC

Company Job Title: **Web Developer, Jr** Clearance: TS/SCI w FS Poly Location: **Columbia, MD** Reports To: Program Manager FLSA Status: Exempt, Full Time, Regular

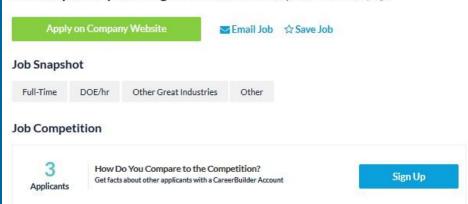
Summary: The Web Developer, Jr will be responsible for designing, creating, testing and maintaining web sites and content that enrich and optimize the exchange of information and produce effective communications between NSA/CSS and its customers. Essential Duties and Responsibilities: (Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position)

- · Maintain a functioning user-accessible website
- Create websites using HTML, Visual Basic, or other web-based programming languages
- · Support website planning and deployment
- · Write documentation regarding the website's technical requirements
- Analyze requirements to determine the most effective web technologies to satisfy their needs.
- · Interact with team to gather and define requirements
- Coordinate creation and collection of necessary technology components and integrate them into a coherent site design
- Follow a formal design process that includes adhering to laws, standards, and established guidelines for development and delivery of the web site end product
- . Design and develop visually-pleasing, content rich, user-friendly interfaces with intuitive navigation
- Deliver comprehensive web site solutions to satisfy customer requirements. Maintain configuration management.



Web Designer

RemX Specialty Staffing • PHILADELPHIA, PA Posted 13 days ago



Job Description

Our client has an immediate need for a Web Designer. This is a contract to hire position. The successful candidate will have solid experience writing standards-compliant HTML5 and CSS3 code.

Duties:

- · Responsible for contributing to the development of:
 - Responsive website layouts designed within organizational standards using primarily web-based and secondarily desktop-based publishing technologies
 - o Mockup wireframing, design, and refinement
 - Web coding using HTML5 and CSS3
- · Communicates effectively with clients in person, over the phone, and via email.
- · Assists with the conversion and maintenance of websites within a content management system.
- Assists with the writing and maintenance of documentation.
- Analyzes and solves routine problems of limited scope and complexity following established policies and procedures.
- Contributions are usually limited to task-related activities or project-related research.

Job Requirements

Requirements:

- · Experience and/or application of basic graphic design principles
- Experience with the development of standards-compliant HTML5 and CSS3 code
- · Experience with Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator) or equivalent tools
- Understanding of web development standards and tools, including code validation tools
- · Experience with the use of JavaScript and/or jQuery is a plus

Front End Developer-HTML Apex Systems • Chicago, IL Posted 17 days ago **Apply Now** Job Snapshot Full-Time Degree - 4 Year Degree Other Great Industries Other **Job Competition** 23 How Do You Compare to the Competition? Get facts about other applicants with a CareerBuilder Account Applicants Job Description Description: PURPOSE: POSITION RESPONSIBILITIES: · Responsible for building 'client-side' web application development. platform web applications. . Optimize applications for maximum speed. · Design and implement responsive features.

Sign Up

- · Translate our company and customer needs into functional and appealing interactive applications.
- . Use markup languages like HTML, CSS, and JavaScript to create user-friendly cross-browser / cross-
- . Collaborate with back-end developers and web designers to improve usability and meet product stakeholder requirements.
- . Create quality mockups and prototypes as needed. Help back-end developers with coding and troubleshooting.
- · Ensure high quality graphic standards and brand consistency.
- · Stay up-to-date on emerging technologies.

- These are typical positions
 - Responsibilities
 - Develop and Manage web site
 - Work with others to develop content
 - Requirements
 - Web Programming HTML, CSS, Javascript, etc.
 - Design Skills PhotoShop
 - Communication Skills
 - Teamworking & Project Management Skills

- You now have these skills
- You are good candidates for these positions
- Excellent opportunities
 - Growth industry
 - Interesting Job
 - Good \$

- Source of employment opportunities
 - Word of mouth
 - Online
 - http://www.justtechjobs.com/
 - http://indeed.com
 - http://careerbuilder.com
 - Professional Organizations
 - WebProfessionals.org
 - WebGrrls.com

- Portfolio
 - Examples of your work Experience
 - Available online; provide URL on Resume
- Professional Home page
 - Online resume
 - Place where prospective employers can find out about you and your work
 - Register your domain name

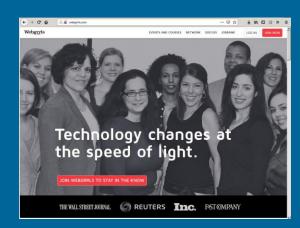
Resume Items

- Indicate competence with web development languages and tools (HTML, CSS, JavaScript, PhotoShop, etc.)
- Indicate experience in collaboration/teamwork and project management
- Stress your communication skills; interpersonal and media communications

- Networking
 - Professional Organization
 - WebProfessionals.org
 http://webprofessionals.org/



- Broadcast Education Association
 - http://beaweb.org
- Webgrrls International
 http://www.webgrrls.com/



- Competitions
 - Enter (and win) production competitions
 - Become an "award winning interactive media developer" or "award winning web designer"
 - Excellent publicity for your work and yourself
 - Venues
 - BEA Festival of Media Arts
 - New York Festivals



Please read this information carefully, as our categories and entry requirements have changed

The Student Interactive Multimedia and Emerging Technologies Competition recognizes excellence in content creation and visual storytelling that demonstrates creativity and innovation in interactive, multimedia and emerging technology. Entries are accepted from November 15 – December 15, 2018, and winners will be showcased during an awards ceremony at the BEA Convention in Las Vegas in April 2019.

"Interactive" refers to content that involves active participation by the intended audience, allowing the user to have some control over the engagement experience. Examples may include



- Best form of marketing is your clients
 - Word of mouth can be very powerful
 - You have already begun to develop a client list in the course of working on the projects
 - Continue to maintain client list and use it to market yourself
 - List client names on your resume
 - Use clients as references

- Additional Skills
 - HTML is only the beginning
 - Job advertisements ask for HTML as the baseline
 - Most require/request additional web skills
 - Additional Skills above and beyond HTML will be necessary to compete for jobs
 - Many entry level positions now require more than HTML

- Next Step(s)
 - Technical Skills
 - Design Skills

- Technical Skills
 - Javascript
 - PHP / MySQL
 - Visual Basic
 - Java
 - C & C++

- Technical Skill Sources
 - COMS 469
 - Database-driven dynamic web content
 - Javascript, PHP & MySQL
 - Computer Science
 - C++
 - Java
 - Network Systems / Database
 - Weekend Seminars &Community Colleges





- Design Skills
 - Instructional Design
 - Art Design

1) Instructional Design

Purpose

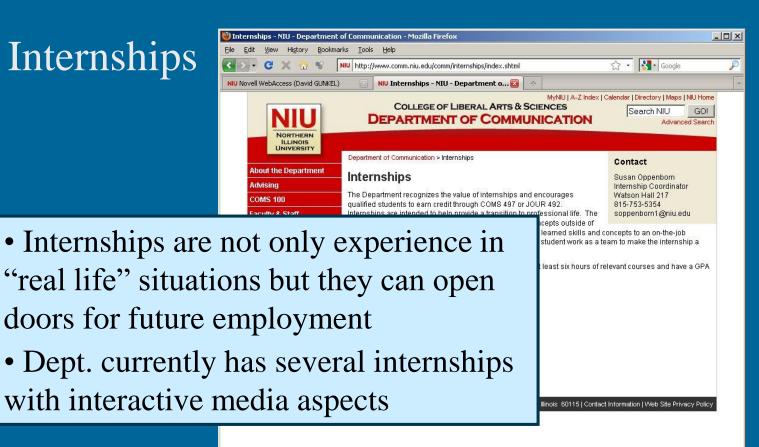
- Learn how to design for training and education
- Big opportunities in Web-Based Education/Training



2) Art Design

- Purpose
 - Learn design principles for 2D and 3D
 - Develop an eye for design
 - Learn application software (PhotoShop, Illustrator, Director, Flash, etc.)
- Sources Journalism/COMS & Art
 - JOUR 312 Graphics of Communication (PhotoShop)
 - ART 367 Intermediate Interactivity
 - ART 375 Electronic Media-Image Design

Internships



- Specialization Hybrid approach
 - Tech specialization
 - Double Major COMS & Computer Science
 - COMS (BA) & Instructional Technology (MA)
 - Content Development specialization
 - COMS (BA) & Instructional Technology (MA)
 - COMS (BA) & Library Science (MS)
 - Design specialization
 - Double Major COMS & Art

- Keeping Current with new technology
 - Trade Publications

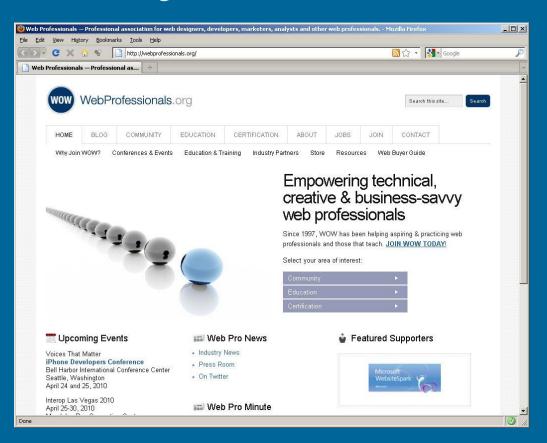


smashingmagazine.com

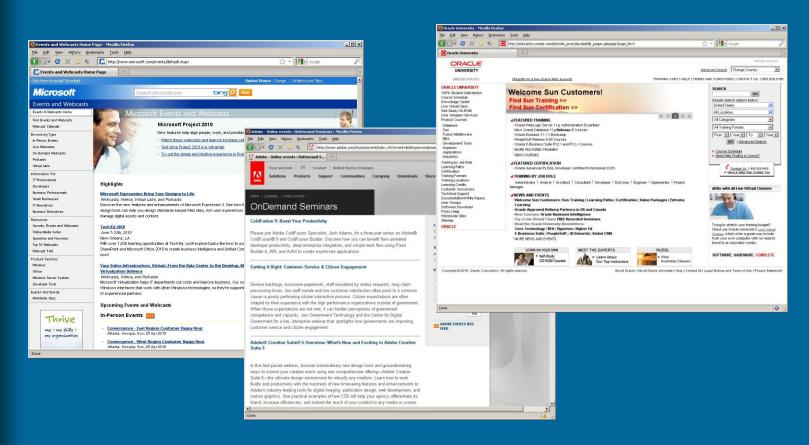


http://www.netmag.co.uk/

- Keeping Current with new technology
 - Professional Organizations



- Keeping Current with new technology
 - Industry Seminars & Training



Questions

- Questions about career issues
- Questions about professional development opportunities
- General Questions



Purpose

The goal of the University is to recognize effective teaching as an important criterion in the evaluation of faculty members for matters of salary, promotion, and tenure. Your assessment of teaching effectiveness is an important part of that process; evaluations go to the personnel committee as well as to the faculty member after the semester has ended. Be fair and objective in rating your professor.

- Procedure
 - Questionnaire & Scantron sheet
 - Use #2 pencil on Scantron
 - Anonymity Instructors will not see results of the evaluation until after final grades are recorded
 - Moderator
 - Collect questionnaire and scantron sheets
 - Return to WH 209

- Comments
 - You may provide written comments on the back of the questionnaire sheet
 - These are more instructive for me
 - Tell me what you liked. What experiences were particularly effective
 - Suggest improvements
 - I will look to your feedback to help improve the course for next semester

