

Fall, 2017 Member Newsletter

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Search Marketing Strategists

The O*NET Data Collection Program, which is sponsored by the U.S. Department of Labor, is seeking the input of expert Search Marketing Strategists. As the nation's most comprehensive source of occupational data, O*NET is a free resource for millions of job seekers, employers, veterans, educators, and students at www.onetonline.org.

You have the opportunity to participate in this important initiative as it will help ensure that the complexities of your profession are described accurately in the O*NET Database for the American public for career exploration and job analysis.

Search Marketing Strategists

Description: Employ search marketing tactics to increase visibility and engagement with content, products, or services in Internet-enabled devices or interfaces. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization.

You are considered an Occupation Expert if you meet the following criteria:

- At least 5 years of experience with the occupation. Includes those who are now supervising, teaching, or training IF you have at least one year of practice during your career.
- Currently active in the occupation (practicing, supervising, teaching and/or training) and based in the U.S.

If you meet these criteria and are interested in participating as an occupation expert, please email or call Tammy Belcher at the O*NET Operations Center at RTI International (the O*NET data collection contractor) 877-233-7348 ext. 119 or tbelcher@onet.rti.org and provide the following:

- Name/ # years of experience
- Address with city and state
- Daytime phone number

- Email address
- Do you have at least one year of practice in the occupation and are you still active?
- Indication that you are a Web Professional

Process and Participation Incentive:

A random sample of experts responding to this request will be invited to complete a set of questionnaires (paper or online versions available). \$40.00 in cash and a certificate of appreciation from the U.S. Department of Labor will be included with the questionnaires.

We encourage you to consider helping to keep information about your profession accurate and current for the benefit of our colleagues and the nation. Thank you very much for your support.

2017 WorldSkills Abu Dhabi

by
Mark DuBois

WorldSkills is an international competition held every two years. It is similar to the Olympics, but the focus is on career and technical education. The most recent competition was held in Abu Dhabi (United Arab Emirates) in October.

This was the 44th such event since the beginning of WorldSkills. It was my honor to represent the U.S. as the invited expert in web design and development.

In addition to helping create the challenges and run the competition, I also trained the competitor from the U.S. – Riley Johnson (shown here in front of the web design competition banner).

Invited experts arrived several days before competitors (and some stayed several days afterwards). All told, I



spent about 3 weeks working in this venue (there were many 17 hour days involved).

Here are a few statistics about the competition.

- 35 countries competed in web design and development
- over 8,600 individual aspects of competitor web challenges were evaluated
- 59 countries competed in total in all events
- 51 separate skill areas were tested (ranging from web design and development to welding and much more)
- roughly 1,300 competitors were present
- approximately 10,000 individuals participated in the opening and closing ceremonies
- approximately 100,000 individuals attended the event (the actual competitions lasted 4 days)

To help you better understand the size of the competition area, I personally walked about 5 miles when I had an opportunity to visit all the competitions. This is the view of within one of the many buildings during the event. Note the number of visitors in just this area.



For those who are curious, there were 4 gold medal winners (I believe this has never happened before).

Riley finished in the middle of the group, partly because he was only able to compete 3 of the 4 days due to an unexpected medical issue.

The 4 winning countries were: China, Korea, Russia, and Switzerland.

WEB DESIGN AND DEVELOPMENT



DONGWOOK HUH
KOREA



Konstantin Larin
RUSSIA



Emil von Wattenwyl
SWITZERLAND



Hok Kin Fong
MACAO, CHINA

I tried to document each day of the actual competition as it happened. Details (including PDF versions of all challenges for competitors) can be found on my personal weblog. Links are provided below (for those who are curious):

- [Competition Day 1](#)
- [Competition Day 2](#)
- [Competition Day 3](#)
- [Competition Day 4](#)

All told, this was a great opportunity to network with individuals throughout the world who are keenly interested in the future of web technologies and insuring students are prepared.

If you are interested in learning more about this event, please contact me (Mark@WebProfessionals.org).

Seeking judges for our web design contest

We hold our national web design competition in Louisville, KY in June, 2018. Competitors have won state contests in order to compete nationally. We reinforce industry "best practices" and help competitors better understand what is needed to be successful in today's work force. We interview each team as if they were being considered for an actual web development job.

This is a significant effort and involves the work of many. We are indebted to Jonathan, Shari, Brandy, James, Steve, David, and Sam who continue to help us every year. Thank you very much for all our efforts.

We are looking for additional judges to review the work submitted by competitors (and lighten the load on our existing judges). Specifically, we would need assistance over the course of two days. All sites are uploaded to a server and judges can review these

entries from anywhere. We provide a rubric and training for new judges.

If you would like to learn more about the competition (including recent comments from judges), please visit our [Web Design Contest](#) site.

If you are interested in helping judge these entries (remotely), please contact Mark DuBois (Mark@Web-Professionals.org).

Illinois School for the Deaf

Web Professionals (via our [School of Web](#) initiative) and [CTeLearning](#) partnered to offer the fundamentals of web design course to the [Illinois School for the Deaf](#) (Jacksonville). Now that the fall semester is nearly ending, we visited the school to learn what both teachers and students thought. We were also asked to discuss our professional careers and more during their monthly "Literacy Lunch" event. These events are aimed at helping students understand how language and communication impact many aspects of their personal and professional life. Steve Waddell [CTeLearning](#) reviewed his career path (including his time working improv comedy). I provided an overview of [Adobe Spark](#) (a very useful tool for rapidly creating graphics and videos). This is a free tool that I thought might help students develop more creative graphic materials quickly.

We spent some time speaking with both classes. Here is a snapshot of Steve presenting to students in Bruce's class.



Note the stuffed tiger on top of the screen - that is their mascot. The school also hired an interpreter for

us (since we are not fluent in American Sign Language).

We asked both teachers - Lana Shea (who has a group of middle school students taking the course) and Bruce Bacus (who has a group of high school students taking the course) - why this is important to them and their students. After all, by teaching this curriculum, they are taking time away from other potential subjects.

Lana summed the importance nicely - "Offering our students free access to the web design class has made them feel special that they were targeted for this offer, has opened up new worlds/concepts that have engaged them, and has provided employable skills."

She then went into more detail. She raised these main points.

"Problem Solving. Way too many teachers (and parents) provide algorithm training (you put this number here, then carry this number down, then bring this number up) rather than understanding. Kids given a worksheet with 10 division problems may succeed, but give them 1 word problem and forget it. Coding is problem solving. You know what you want the code to do and you compare that with the output and then you problem solve- not some unrelatable, abstract, contrived problem, but rather a natural, spontaneous, motivating, personal goal.

Empowering. Toddlers and preschoolers love to show off their efforts- a crayon drawing, a LEGO creation, a clay sculpture . . . As they mature, their "Look what I did!" keeps up with them when their new platform is the world wide web.

Employment. Coding is the future. Jobs requiring coding skills are growing exponentially. Once you gain control of one language, you crave more. Teaching kids markup languages, style sheets, and scripting languages opens the door for those wanting to master other languages. And, for those who might take a different role like manager, photographer, blogger, or graphic designer, their roles are enhanced knowing how their efforts fit in the bigger

website picture.

Creativity. In addition to the structured element of coding rules, designing web pages encourages an element of finding a unique way to capture a consumer's attention and keep engagement. Outside-of-the-box thinkers are welcome!

It's not About You. A powerful lesson future web designers learn is that personal interests (my favorite color, font, image) do not apply. Sometimes you have to know when the client's personal interests shouldn't apply because the true goal of a web page is to satisfy (substitute attract, engage, entertain, affect wants and needs) the ultimate client—the consumer.

I code; that's what I do. Students enrolled in the web design class are exposed to the full realm of skills necessary for future success, and it's not limited to coding. The concept of soft skills such as effective communication, problem-solving, articulating, conceptualizing, and visualizing are explored."

Bruce provided these great insights as well.

"From my students' point of view the new web design course at the Illinois School for the Deaf is important for several reasons. This course is providing them with an incredible intellectual challenge. They are developing and improving their creative writing and communication skills; they are learning logic and program coding skills; and they are developing a sense of appreciation for design aesthetics and graphics design. They are learning how to work collaboratively and look at a project from a point of view other than their own. They are learning how to ask questions that will elicit information that is critical in the early phase of the web design process. They have deduced that the primary purpose of an interview between a web designer and a client is more than a gathering of facts and information about a client's business. They have learned that the primary purpose of an interview between a web designer and a client is to discover the truth about a client's business, his core message, and the value of what he is offering to his customers. In addition to all of the benefits that come from the thinking and creative elements of the web design course, my students realize and appreciate that they have

been offered a great opportunity. If they successfully complete this course, they can earn industry certification and credentials as web designers prior to graduating from high school. Not only is this important to my students, it is potentially life changing."

"From my point of view as a teacher, the new web design course at ISD is important for some of the same reasons. Even though I have decades of experience as a teacher of deaf students, I had almost no knowledge or experience with web design prior to this school year. I did have some previous experience in the eighties and nineties as a computer programmer and a Novell network manager, but nothing specifically in the area of web design or HTML coding. So, that means the web design course has presented me with an incredible intellectual challenge too. The opportunity to guide my students through both collaborative and individual learning experiences that are new and challenging is one of the keys to a robust and vibrant learning environment. One of my philosophies about teaching is that it's not about what's best for me, it's about what's best for my students. Because this new course is a great opportunity for my students to learn and grow intellectually and creatively, it has therefore become a great opportunity for me to do the same. As a veteran teacher, this is very important to me."

Here is a photo of Steve, Bruce, and Mark after our class discussions.



Editorial comment from Mark - It is precisely because of your continuing membership and support we are able to donate these programs. Together, we are making a difference in many lives. Don't ever forget that.

Relevance of the term “Web Designer”

It is important to always keep up with changes in our business. There have been a number of discussions recently about the relevance of the term “web designer” in 2018 and beyond. Can you recall the last time you saw a job opening for a web designer?

We seek member feedback as to the relevance of this term. If it is no longer appropriate, what is the proper term (from your perspective)? Sure, there are UX/ UI designers, graphic designers, and so forth. However, many still need to employ their knowledge of HTML, CSS and related technologies to craft websites (or modify existing websites). Tools can not accomplish everything.

What term would you use instead of web designer? Or would you keep that term? Please send your comments to Mark DuBois - Mark@WebProfessionals.org.

Member News

Irene Namer has been gracious and provided us with the following update. Irene - many thanks for sending this.

We encourage all members to provide us with updates and milestones. What have you done recently? We would like to significantly expand this section. Please send your thoughts to Membership@WebProfessionals.org.

From Irene: “Hello fellow web professionals, I am currently going for my Certified Web Consultant - Small Business certification.”

“Personally, technology has opened many portals of opportunity within my life and even sparked an idea into my mind. As a millennial, I am always looking for ways to improve my knowledge within the industry of IT and computer hardware. My goal is to complete a bachelor degree in Systems Administration. On a regular basis, my passion for technology has become a total habit in my life. For small businesses, my prerogative is to create a website and logo

that absolutely brings traffic along with a sense of precision aimed to target new clients and enhance a user-friendly experience for everyone. Graphic design conjunctly is crucial when it comes to making business cards, logos or any marketing materials. A cutting-edge customer email marketing newsletter is also an added bonus. It sets the small business apart from the big corporations and gives them their own individuality. Once I made business cards for a local boutique in downtown Key West, and the owner asked me to incorporate a customer loyalty punch card onto the back side with a sleek and pastel design for the holiday season. It increased her sales slightly because it generated an incentive for



her customers.”

“Besides that, I am currently in the process of recovering from Ulcerative Colitis, and certainly, find joy helping those around me that are in need of assistance with glitches whenever it is software or hardware wise. Technology could become a form of therapy if you use it in the right method. On a regular basis, many of my friends and family, especially during the holidays, do spontaneously contact me if a computer glitch does happen or if they need advice on what device they should upgrade to.”

“I wish all my fellow web professionals a lovely and wonderful holiday season. Looking absolutely forward to the new year ahead of us!”

Member Discounts

Template Monster is offering a **15% discount** on all products purchased at <http://templatemonster.com> for Web Professionals through the end of 2017. Please use the discount code **webprofessionals** when purchasing.

Members of Web Professionals also receive a free **.design** top level domain via our ICANN registrar portal. Details on the final page of this newsletter (or visit: <https://webprofessionals.design> to sign up). This is free to members for the first year. Afterwards, the rates are competitive with other ICANN registrars.

Web Professionals overview

Webprofessionals.org aka World Organization of Webmasters is an all volunteer professional association dedicated to the support of individuals and organizations that create, manage or market Web sites. The organization provides education as well as certification, technical, employment and member advantage services to thousands of aspiring and practicing Web professionals worldwide. We are always on the lookout for members who are willing to take a leadership role in our organization. We can't do all our work without you.

For more information, visit <http://www.WebProfessionals.org>.

Social media

You can find us on:

Facebook - <https://www.facebook.com/webprofessionals>

Slack - <https://4WebProfessionals.slack.com>

Twitter - [@WebProMinute](https://twitter.com/WebProMinute)

Colophon

This document was created using Adobe InDesign CC 2018. Font used throughout is Myriad Pro.

More Photos from WorldSkills



Daily competitor briefing at WorldSkills Web Design and Development competition.. Interpreters and competitors and some experts are included.



Crowds in one of the many buildings housing WorldSkills competitions. This photo was taken near the beginning of the event (when it became open to the public).



Daily lunch crowd at WorldSkills Abu Dhabi. Over 6,000 competitors, experts, and interpreters were fed every day.

www.YourName.design



WebProfessionals.org and domain registrar Porkbun.com are excited to announce a new partnership. As a member of **WebProfessionals.org**, you're now entitled to a **free .design domain name** at our very own domain registration site, **www.WebProfessionals.design!**

.design is a branding revolution. If you're still using a .com web domain and your old Gmail address, you're missing an opportunity to ensure that your personal branding is as innovative and professional as your design skills! Go to www.WebProfessionals.design to grab your free .design and take advantage of these other great benefits:



Intuitive domain connection and hosting

Whether you need to connect your new domain name to an existing site, or you want to start one from scratch, we offer a variety of no-hassle solutions to get you up and running quickly.



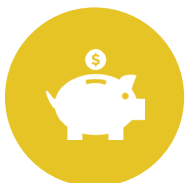
Coordinating email address

Why settle for your old Gmail or Yahoo email address when you can opt for some professional edge by using an email that aligns perfectly with your domain name?



Free WHOIS privacy and SSL certs

We're a registry who believes in internet security for all. While most registrars rely on this as part of their revenue, we're just hoping you grow to love our service.



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