

Occupational Profile

Web Developers



DOES THIS DESCRIBE YOU?

Work Interests involve descriptive categories (compatible with Holland's Model) attributed to success in this career:

- **Conventional**—Enjoy following set procedures and routines developed through higher authority; includes working with data and details more than with ideas.
- **Investigative**—Involves working with ideas requiring an extensive amount of research, fact finding, problem solving, and thought analysis.
- **Artistic**—Involves working with forms, designs, and patterns requiring self-expression without clear set of rules.
- **Realistic**—Involves work activities that include practical, hands-on problems and solutions; often dealing with plants, animals, and real-world materials like wood, tools, and machinery.

Work Styles depict worker characteristics conducive for this career:

- **Attention to Detail**
- **Analytical Thinking**
- **Dependability**
- **Integrity**
- **Initiative**

Work Values are associated with aspects of work that provide satisfaction in this career:

- **Achievement**—Sense of accomplishment; results oriented.
- **Working Conditions**—Job security; good working conditions.
- **Independence**—Autonomy; working on your own.

Aptitudes reflect an ability to acquire skills and knowledge for success in this career:

- **Deductive Reasoning**
- **Problem Solving**
- **Category Flexibility**
- **Information Ordering**
- **Near Vision**

OVERVIEW

Design, creates, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content. Belongs to the Information Technology career cluster and Network Systems and Programming and Software Development career pathways.

SKILLS & KNOWLEDGEE NEEDED

Basic Skills:

- Programming
- Active Listening
- Operations Analysis
- Critical Thinking
- Complex Problem Solving

Technology Skills:

- Data Base Management System Software
- Development Environment Software
- Object or Component Oriented Development Software
- Operating System Software
- Web Platform Development Software

Knowledge:

- Computers and Electronics
- English Language
- Customer and Personal Service
- Design
- Communications and Media

ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2014 Estimated Employment	2024 Projected Employment	2014-24 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,795,100	1,949,240	154,140	0.9	58,145
Computer & Mathematical Occupations	33,550	39,630	6,080	1.8	1,140
Web Developers	960	1,265	305	3.2	40

Source: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

2017 WAGE & SALARY (\$)

Occupational Title	Mean Wage	Mean Salary	Entry Wage	Entry Salary	Exp Wage	Exp Salary
Total All Occupations	20.93	43,539	10.09	20,991	26.35	54,813
Computer & Mathematical Occupations	35.88	74,629	21.29	44,287	43.17	89,800
Web Developers	26.72	55,580	15.00	31,209	32.58	67,766

Source: <https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

EDUCATION & TRAINING

Education	Work Experience	Job Training
Associates Degree	None	None

Many employers desire applicants possessing an associate's degree and/or certificate (and in some cases preferring an advanced degree with a background in art or graphic design).

Sources: <https://www.iowaworkforcedevelopment.gov/occupational-projections> and https://www.bls.gov/emp/ep_education_training_system.htm



NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level	Minimum Skill Level	Maximum Skill Level
Applied Mathematics	5	4	6
Locating Information	6	6	6
Reading for Information	5	5	5
Applied Technology	n.a.	n.a.	n.a.
Business Writing	4	4	4
Workplace Observation	4	4	4
Listening for Understanding	3	2	3

An ACT assessment-based credential issued in determining essential work skills needed for employment success across industries and occupations. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6 & higher). Source: <http://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments.html>

ADDITIONAL SOURCES:

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PRIMARY INDUSTRY SECTORS

(Where are Web Developers Employed?)

Professional, Scientific, and Technical Services
Credit Intermediation
Insurance Carriers
Educational Services
Agriculture
Data Processing
Publishing

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