

DACUM Research Chart for Web Designer

DACUM Panel

Ernesto Delgado
Freemind Studio
Sacramento, CA

Lon E. Peterson
The Mothers of Invention
Folsom, CA

Sean Schroeder
S Squared
Fair Oaks, CA

Chris Bartlett
Bartlett Productions
Fair Oaks, CA

DACUM Facilitators

Robyn Waxman
Professor
Sacramento City College
Sacramento, CA

Joseph Armstrong
Professor
Sacramento City College
Sacramento, CA

Phil Cypret
Dean of Technology Division
Sacramento City College
Sacramento, CA

Produced by

G R O S S M O N T
C O L L E G E



Leadership and Economic Development Institute

8800 Grossmont College Drive
El Cajon, California 92020

Dates: April 18-19, 2002

Developed and published under contract #01-003-001 with the California Community Colleges Chancellor's Office. This work is a product of the Statewide Special Project Collaborative in Business Education operated by Grossmont-Cuyamaca Community College District and does not necessarily reflect the policy of the Board of Governors of the California Community Colleges. Permission is hereby granted to reproduce this work, in whole or part, for classroom or curriculum use.

Duties		Tasks									
A	Project Management	A-1 Initiate and maintain client communications	A-2 Define the problem	A-3 Educate the clients	A-4 Gather assets for project (e.g. logos, source files, current marketing campaign)		A-5 Present comps to client	A-6 Present revisions to client	A-7 Present final comp to client	A-8 Manage a project timeline	A-9 Track time
B	Research	B-1 Research the client	B-2 Research the competitors	B-3 Research the service / product	B-4 Research technology approaches						
C	Information Architecture	C-1 Organize site content	C-2 Define user experience	C-3 Create/ Evaluate a site map	C-4 Refine site map						
D	Design	D-1 Brainstorm ideas (e.g. navigation, art style, color palette, photo treatment, layout)		D-2 Develop Design concepts	D-3 Refine Design concepts	D-4 Revise Design Concepts	D-5 Define Site Style				
E	Production	E-1 Create artwork	E-2 Edit photos	E-3 Export artwork	E-4 create code	E-5 Apply/insert site content	E-6 Test code	E-7 Refine code			
F	Implementation	F-1 Create site architecture	F-2 Upload file	F-3 Test site	F-4 Troubleshoot site	F-5 Update DNS					
G	Continuing Education	G-1 Research other designers/trends	G-2 Explore other technologies	G-3 Read Industry Magazines	G-4 Take Classes in Technology/ Creativity	G-5 Attend Industry Seminars	G-6 Join Industry Organizations				

General Knowledge and Skills

- Business networking
- Color & symbol design
- Communication (verbal & written)
- Copyright laws
- Cross browser issues
- Cross platform skills
- CSS
- Design Fundamentals
- HTML
- Image Ready/Fireworks
- Mac & PC Literacy
- Photography
- Presentation skills
- Raster/bitmap artwork
- Rich Media
- Sketching
- Streaming video/sound
- Typography
- Vector artwork
- Web Color Management

Worker Behaviors

- Ability to accept criticism
- Articulate
- Common sense
- Creative
- Decisive
- Easy going
- Focused
- Friendly
- Humility
- Independent
- Multi tasked
- Open to learning
- Organized
- Patience
- Positive attitude
- Problem solver
- Professional demeanor
- Punctual
- Quick thinker
- Resourceful
- Self motivated
- Sense of humor
- Stress tolerant
- Team player
- Willing to work long, unusual hours on occasion

Tools, Equipment, Supplies and Materials

- BBedit/Home Site
- Dreamweaver/Go-Live
- Fetch / Cute FTP / WSFTP
- Fireworks / Image Ready
- Flash
- Freehand/Illustrator
- Mac Computer
- PC Computer
- Photoshop
- Scanner

Future Trends and Concerns

- Increased dependency on Web Applications
- Increased use of XHTML
- More broadband
- More rich media
- More use of hand-helds
- More use of XML & XSL
- Web applications

Acronyms

FTP	File Transfer Protocol
HTML	Hypertext Markup Language
CSS	Cascading style sheet
DHTML	Dynamic Hypertext Markup Language
XHTML	Extensible Hypertext Markup Language
DNS	Domain Name System
ISP	Internet Service Provider
XSL	Extensible Style Language