

WEB DEVELOPMENT

The Web is perhaps the most expressive medium of communication and creativity ever conceived. Those who master it can express themselves in ways others can only dream about.

As a Web Development major at RWU, you'll design and develop state-of-the-art websites. Working on multi-disciplinary teams, you'll use your creative and technical insights to solve real-world problems for actual clients. You'll craft engaging online content and employ analytics to determine where your audience is engaging with your site, and where they aren't. You'll learn to create intuitive, engaging experiences using the principles of user experience design (UX) and learn the art of search engine optimization (SEO). As a Web Development major at RWU, you'll be prepared for a creative, exciting, and potentially lucrative career path in the fast-growing, high-demand, and ever-changing field of Web Development.



- + **Are you looking for a job in a fast-growing, high-demand field?**
- + **Would you like to learn how to communicate ideas to an online audience?**
- + **Would you like to multiply your career opportunities by adding a second major in marketing, journalism, graphic design, or creative writing?**

CAREER OUTLOOK

RWU Web Development alumni are:

- Founding and running companies
- Developing video games
- Building digital content strategies
- Working as software engineers
- Managing social media platforms
- Designing and developing websites

ALUMNI HIGHLIGHT

“The “kitchen sink” of skills (presenting, design, coding) that we learned in the Web Development Center at RWU is the same myriad skill set that I pull from in my day to day.”

Brian Capalbo '17
Web Development
Senior User Experience Designer at Fidelity Investments

GET THE EXPERIENCE

At RWU, Web Development majors can:

- Gain practical experience in the Web Development Center and take a popular course that involves participating in a team competition to win a client's business.
- To win the client, you will collaborate with students majoring in Marketing, Public Relations, Graphic Design, Journalism, and Communication. It's a real project for a real client, just like the real world.
- Complete an internship with a company like BankNewport, the US Sailing Association, Cox Communications, Lumosity, or Visual Technologies, Inc.

BE THE GRADUATE EMPLOYERS ARE LOOKING FOR

The Web Development program is hands-on and project-based. You will begin working on actual projects for real clients in your sophomore year. This natural and exciting learning environment ensures that you will graduate with the knowledge, experience, and the “people skills” that lead to success. You graduate with a portfolio representing three years of projects you have completed for actual clients.

In addition, our program has a distinct multi-disciplinary focus. When you graduate you will be working with professionals from a host of other disciplines. Each discipline looks at a particular problem through a different lens. In a world full of specialists, employers love to find students that can see the big picture. They are increasingly looking for graduates that understand how a marketing professional thinks about a problem, how a graphic designer thinks about it, how a public relations specialist sees it, as well as how a web developer sees it. When you graduate with a degree in Web Development from RWU, you will already have years of experience working in teams that cross disciplines. You will be the graduate they are looking for.

FACULTY

Your professors and advisors are skilled in multiple areas, including User Experience Design (UX), marketing, writing for the Web, video game design, and coding in HTML, CSS, JavaScript, PHP, Unity, and just about any other language or framework you can think of. As practitioners, they value hands-on experience and serve as lifelong mentors to help you navigate both your undergraduate path and your future career.

WEB DEVELOPMENT MAKES A GREAT DOUBLE MAJOR

OVER 80% OF RWU STUDENTS GRADUATE WITH MORE THAN JUST A SINGLE MAJOR

Design your experience with your passion and have a unique career advantage with a minor or double major. Many students combine **Web Development** with:

- Marketing
- Graphic Design
- Communication
- Creative Writing
- Public Relations
- Visual Arts
- Journalism
- Computer Science

Last Updated: July 2021

APPLICATION DEADLINES

Early Action, November 15
Regular Decision, February 1

Apply online using the Common Application
at you.rwu.edu/apply or www.commonapp.org