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 learn to craft engaging on-line content and employ analytics to determine where your audience is engaging with your site, and where they aren't. Develop skills 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 preparing yourself 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 Web Development Center class with Professor Al Cutting taught me how to work with clients and form lasting professional relationships with them, which is essential to my current role.

Nick Corey '17
Digital content strategy specialist at (add)ventures.

Roger Williams University

www.rwu.edu

visit **rwu.edu/go/web-development**
for program information

GET THE EXPERIENCE

At RWU, Web Development majors can:

- Gain practical experience in the Web Development Center. In this popular course, your team will compete with other teams to win the client's business. It's a real project for a real client... just like the real world. To win the client you will collaborate with students majoring in Marketing, Public Relations, Graphic Design, Journalism, and Communication.

- Complete an internship with a company like Bank Newport, the US Sailing Association, Cox Communication, Lumosity, or Visual Technologies, Inc.

BE THE GRADUATE EMPLOYERS ARE LOOKING FOR

The Web Development program is hands-on and project-based. In our program, you will begin working on actual projects for real clients in your sophomore year. This approach not only provides a more natural and exciting learning environment, it ensures that you will graduate with the knowledge, experience, and the "people skills" that lead to success. You can 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.

OVER 80% OF RWU STUDENTS GRADUATE WITH MORE THAN JUST A SINGLE MAJOR
WEB DEVELOPMENT MAKES A GREAT DOUBLE MAJOR

Multiply your career opportunities by combining **Web Development** with a major in:

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

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