HerTour4Youth

2020-1-UK01-KA227-YOU-094543

IO1- A3: Digital Design Compendium
Module: Different kinds of Designers: The role of
graphic designers / web designers / UX designers

KA2 - Cooperation for innovation and the exchange of good practices
Partnerships for creativity

ΑΤΕΡΜΟΝ

ΟΜΙΛΟΣ ΓΙΑ ΤΗΝ UNESCO
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REVISION HISTORY

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(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference		Title
1	2020-1-UK01-KA227-YOU-094543		HerTour4Youth Proposal
2			

APPLICABLE DOCUMENTS

ID	Reference		Title
1	Deliverable IO1.A2		Elaboration of Training Methodology
2			

Contents

1.   Introduction

This module will explore the world of designers, including a distinction between the different types of designers and focusing in particular on the following ones: graphic designers / web designers / UX designers. Also, it will be analysed what kind of knowledge is needed to become a digital designer and how this digital knowledge could be applied to the tourism world.

1.1   Learning Outcomes

After completing this module, you will be able to:
- **Have a deeper knowledge of UI/UX design**
- **Understand how UI/UX applies as a digital skill in Tourism**
- **Be in position to apply UI/UX**

1.2   Key words

- **Graphic Designers**
- **Web Designers**
- **UX Designers**
- **Digitalisation**

1.3   Estimated seat time

3 hours

1.4   Glossary of terms

Designers: designers in general are the people who design the structure, the format or the appearance of something. Based on what they create, there are different types of designers. (Gupta, A., 2019)

Digitalisation: Digitalisation is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities. (Gartner Glossary,2021)

Typefaces: A typeface is a set of characters of the same design. These characters include letters, numbers, punctuation marks, and symbols. The term "typeface" is

often confused with "font," which is a specific size and style of a typeface (Techterms.com)

Colour Theory: Colour theory is the collection of rules and guidelines which designers use to communicate with users through appealing color schemes in visual interfaces. To pick the best colors every time, designers use a color wheel and refer to extensive collected knowledge about human optical ability, psychology, culture and more. (The Interaction Design Foundation, 2021)

UX: The word UX stands indeed for User eXperience. The UX's designer responsibility is to make sure that experience on website is as efficient and enjoyable as possible. (The Interaction Design Foundation, 2020)

UI: The user interface (UI) is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website. (Churchville, F., 2021)

User journeys: A user journey is a path a user may take to reach their goal when using a particular website. User journeys are used in designing websites to identify the different ways to enable the user to achieve their goal as quickly and easily as possible. (Rees, D., 2021)

Wireframing: Wireframing is a process where designers draw overviews of interactive products to establish the structure and flow of possible design solutions. These outlines reflect user and business needs. Paper or software-rendered wireframes help teams and stakeholders ideate toward optimal, user-focused prototypes and products.(The Interaction Design Foundation, 2021)

Critical thinking : Critical thinking is the intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action.(The Foundation for Critical Thinking, 2020)

2.   Different kinds of Designers: The role of graphic designers / web designers / UX designers

2.1 Introduction

A designer in general is a person responsible for designing the structure, the format or the appearance of something. Based on what they create, there are different types of designers.

For example, we can have graphic designers, UX designers, web designers, Interior designers etc.

However, the figure of designers is becoming more and more popular recently, especially for those working for the digital environment, such as the UX designers, UI designers and web designers.

Since the designer has to create something unique, that can be related to graphics, games, photos, interfaces and other things, a designer is generally considered a very creative person[1].

In this module, we will focus on 3 particular figures of designers: graphic designers / web designers / UX designers.

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[1] Gupta, A. (2019, December 3). How Many Different Types of Designers Out There? UI/Ux Design, Graphic Design, Web Design. SAG IPL - A Technology Blog. https://blog.sagipl.com/types-of-designers/

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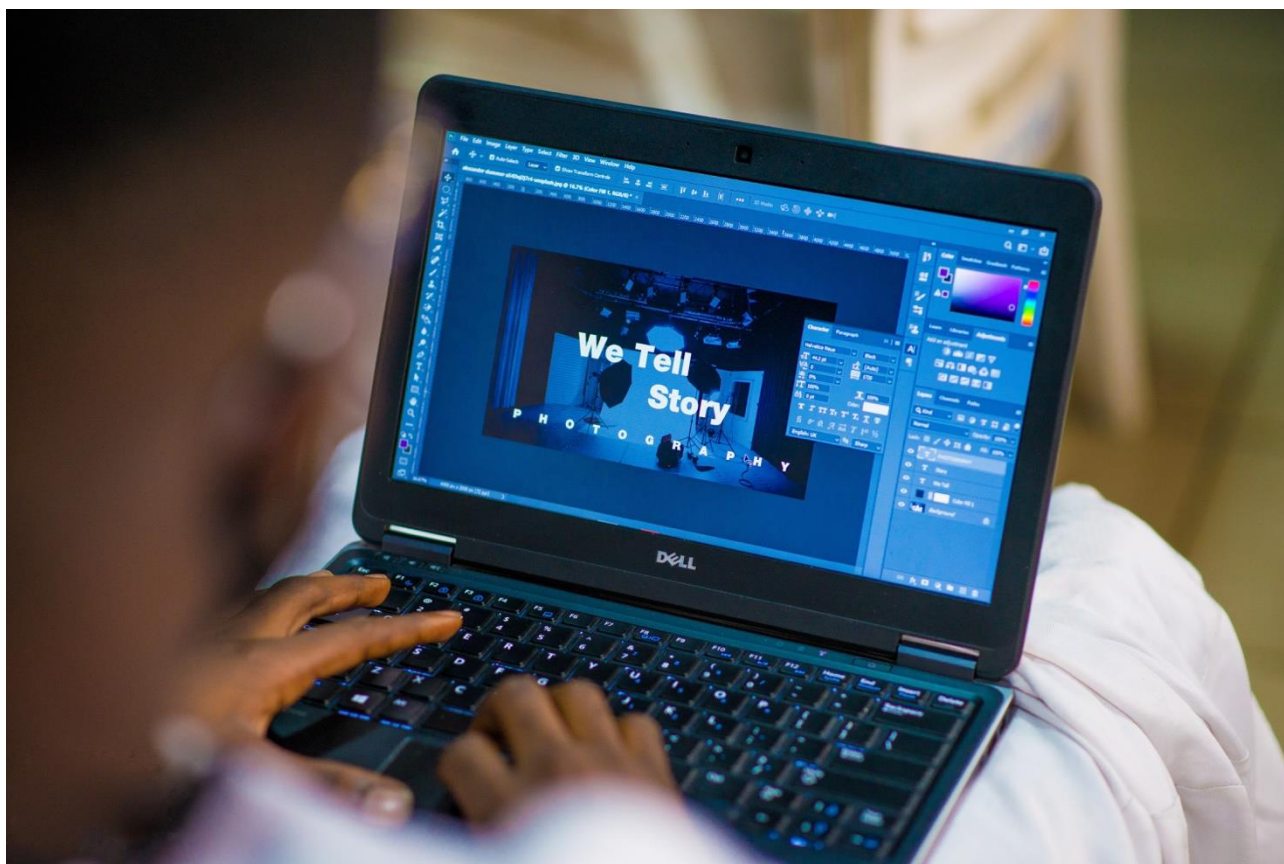
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2.2 Graphic designers

A graphic designer is a storyteller who creates visual concepts to communicate information through images, art, words and graphics.

Graphic Designers use design elements, such as shapes, colours, lines, and textures, to produce a range of work. More specifically, you might know the graphics designers and their work with posters, bus wraps, billboards, packaging, logos and other marketing materials, depending on the industry. Nowadays, graphic designers represent an essential component of the marketing and advertisement department of a company or a brand.

Graphic designers generally work at magazines, advertising and marketing agencies. They can also be responsible for selecting photos and typefaces, creating and developing layouts for advertisements, producing annual reports, brochures, magazines and other projects.

Graphic designers might also be known as Communication designers, since they communicate the message of a brand to the consumer through the use of an appealing design.

Source: https://unsplash.com/photos/P-t_ABQlPxY

This job requires the skill of designing eye-catching visual products that can attract the viewer easily, with no need for extra thinking.

Other essential skills are: knowledge of colour theory, typography, Web design and experience with design softwares, such as Photoshop, InDesign or Illustrator.

Of course, adaptability is another key skill of a graphic designer, since the whole design process needs to be adapted to the type of industry the graphic is needed for. If working with for a governmental agency, the design required is often simply and straight to the point. The graphic will be totally different if working for a fashion magazine.

Similar to other web-based or digital position, a graphic designer's skills need to be upgraded very often, since the digital world is constantly evolving, and new

techniques, as well as new softwares, turn out everyday and consequently require new training and certifications[2].

2.2.1 How can you become a graphic designer?

Graphic designers usually start their career earning a BA in graphics design. However, that is not always required. If you're talented with design softwares and have shown your passion for designing things, that might be enough to prove you're a good designer.

As mentioned before, certifications are always important, and can help you achieve the competences you need and create a very strong portfolio of skills.

We still suggest 5 fundamental steps in order a successful graphic designer:

1. **Learn the Graphic Design Principles**

Graphic Design involves a lot of planning and requires an expertise in applying design theory and principles. Graphic Designers need to consider elements such as lines, color, shape, space, texture, typography, scale, dominance and emphasis, and harmony. All of these elements impact a design and can shape how an audience feels.

2. **Enrol in a Graphic Design Course**

A course in Graphic Design can give you the basic knowledge that you need to start your career and will help you develop your skills of designer through working on projects.

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[2] Berrios, V. (2021, February 16). What Does a Graphic Designer Do? Mediabistro.
https://www.mediabistro.com/climb-the-ladder/skills-expertise/what-does-a-graphic-designer-do/

Attending a graphic design course can also help you grow your network, by meeting peers and mentors that might be very valuable during your career development, as well as respected help.

Graphic design courses generally focus on topics such as colour theory, typography, layout, and graphic design tools and software, while others might also include graphic design history, user experience(UX), and website design principles.

Whether you're a young student who wants to start an university academic path, or an adult wo wants to undertake a Graphic Designer online course, the choice of courses available is very wide and offers lot of flexibility.

3. Learn Key Graphic Design Tools

Graphic Designers use a variety of softwares to work with. Some of the most popular ones are Adobe Creative Suite, Photoshop, Illustrator, and InDesign. There are plenty of guides, tutorials, and online courses available for these tools.

4. Work On Your Own Projects to Develop Your Graphic Design Skills

The best way to learn how to create designs is to practice. So, once you're familiar with the Design softwares to use, start working on your own projects. So for example, you can create some logos for existing or made up companies or creating a new design for an existing company in order to target a new audience.

Also, volunteer your design skills with local non-profits or brands. That will give you lot of tangible experience as well as practicing your skills.

5. Develop a Portfolio to Showcase Your Graphic Design Work

All the Graphic Design related courses you took, the projects you've worked on, the skills you acquired and the work you've done for any type of organisation, including volunteering, can be presented in your portfolio. A strong portfolio will increase the possibility of finding a good job as a Graphic Designer. Remember to focus on quality

rather than quantity. So, select the material you will show to a potential employer as your portfolio will represent the first impression of your work and professionality[3].

2.3 Web Designers

A web designer is the person responsible for designing the layout, visual appearance and the usability of a website. Web designers differ from graphic designers because they need to have both a designer side and a technical one, since they will need to create the design of a website that is visually appealing but also functional.

Source: https://unsplash.com/photos/CGpifH3FjOA

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[3] How to Become a Graphic Designer (2021 Guide) | BrainStation®. (2020). BrainStation. https://brainstation.io/career-guides/how-to-become-a-graphic-designer

The figure of the Web Designer is confused with the one of the Software Developer. However, the software developer works more on the technical side of the website, focusing on programming the actual functions and interactions of the website rather than the visual aspect[4].

Web designers use their creativity and knowledge of design principles to create memorable user experiences for website visitors, while also building websites for performance and results. So when you love a website for the way it behaves, the colours, link and buttons, remember that that's the work of a Web Designer.

The ultimate goal of a Web Designer is deliver a great viewer experience and drive business results, through conversion to signup, new customers and brand awareness.

As for the Graphic Designers, Web designers can earn a formal qualification to accelerate their skills gaining process. However, that is not always requires. Many Web Designers have experience in other fields and gain their Web Designer skills through college courses, online courses or self-teaching.

The most important skills employers look for in a Web Designer are:

- Good working knowledge of one or more of the following web designer packages: Dreamweaver, Photoshop, Fireworks, Flash

- Web design languages (HTML, CSS, and a working knowledge of JavaScript). Some web designers also learn web development languages such as Python, Ruby, and React An understanding of scripting languages such as JavaScript, PHP and .NET is often desirable

- Strong creative skills

- Graphic composition

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[4] What is a Web Designer? | Technojobs UK. (2019). Technojobs. https://www.technojobs.co.uk/info/it-job-roles/what-is-a-web-designer.phtml

- **Colours**

- **Typography**

- **Some principles of UX (user experience) design**

- **Some principles of UI (user interface) design**

- **Up-to-date skills in line with technology and software developments[5]**

2.3.1 How can you become a Web Designer?

As mentioned before, the same principles as Graphic Designers apply to Web Designers in terms of qualifications. There are university classes that students can undertake, for example in Web Design and Development. However, that is not strictly necessary. Many web designers are self-thought or simply undertake online courses and become passionate about this field.

The steps to follow to become a Web Designer are the following.

1. **Learn Web Design Theory**

The first step to become a Web Designer is to learn the Web Design Theory. That includes the basic principles to consider when building a good website, such as user experience, colour theory, and structure.

In order to do that, you can simply enrol in a Web Design course or a bootcamp, which is an intensive 12-week study. The options available once again are very flexible and if you're not sure if you want to be a Web Designer in your future, just try to enrol in one of the many free courses available online such as Coursera or DesignContest, in order to have a clearer idea on what the course is about.

Also, remember that if you want to be a successful Web Developer you have to commit to continuous learning and upskilling, since this field is constantly evolving and changing.

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[5] U. (2021, August 15). Who Is a Web Designer: All You Need to Know About the Role. Studio by UXPin. https://www.uxpin.com/studio/blog/who-is-web-designer/

2. Learn Key Web Design Tools

After learning the theory, you need to learn something more practical, the tools to use. In this case we're talking about the Web Design softwares to use to build beautiful and functional websites. Some of these softwares are WordPress, InVision Studio, Photoshop, Google Web Designer and others.

3. Work on Your Own Projects to Develop Your Web Design Skills

Now that you're familiar with the Web Design theory and know some of the softwares to build website, you need to start working on your own projects and start building websites. Along the way you will probably realise that there are plenty of skills that you need to sharpen, such as programming skills or user experience skills. But don't worry. The more websites you build, the more experience you will have and the more you'll get familiar with what skills need to be upgraded or not.

As a web designer you also have to think as an user to build a functional website. So, while you're building your website try and think "How can I make this website easier to navigate? Are there any navigation issues? How can I improve this website?". This will also help you get in the mindset of a UX designer.

4. Develop a Portfolio to Showcase Your Web Design Work

Showcase your skills and experience by creating a detailed portfolio that will impress your potential employers. Remember again to prefer quality over quantity. Employers are not really impressed with how many websites you created but how good they were. Also, showcasing a diversification of website can demonstrate that you can work with different types of material.

Another important tip when interviewing is customising your portfolio to showcase work that fits the company's look and feel.

Finally, employers like to see how you created these beautiful websites. Many Web Designers like to actually use text to show the thought process and the problem they

were trying to solve with the project. This also shows communication skills – a great soft skill for a Web Designer to have[6].

2.4 UX Designers

A UX Designer is responsible for designing the process teams use to create products that provide meaningful experience to users. That can also be referred to the experience users have while using websites. The word UX stands indeed for User eXperience. The UX's designer responsibility is to make sure that experience on website is as efficient and enjoyable as possible.

UX designers don't just focus on creating products that are usable; we concentrate on other aspects of the user experience, such as pleasure, efficiency and fun, too. In order to do so, UX Designer have to understand in detail users' needs and motivations.

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[6] How to Become a Web Designer (2021 Guide) | BrainStation®. (2019). BrainStation. https://brainstation.io/career-guides/how-to-become-a-web-designer

Source: https://unsplash.com/photos/QEsaXprgVfQ

Since UX design includes the whole user journey, it's possible to say that UX is considred a multidisciplinary field, where UX designers can come from different backgrounds. Some of these might be visual design, psychology, programming or interaction design. Also let's not forget that to make the user's journey enjoyable and functional, UX designers always have to consider accessibility at every stage and consequently work closely with accessibility consultants in order to accommodate every single user, even those with physical limitations.

A UX designer's typical tasks vary, but they often comprise user research, creating personas, designing wireframes and interactive prototypes as well as testing designs.

Of course these tasks can change based on the organisation these services are provided for. However, the UX designer will always be user-focused and make all efforts necessary to meet the users' needs[7].

2.4.1 How can you become a UX Designer?

As mentioned before, UX design is a dynamic and creative discipline that continues to grow and change. Like the other designers, also for UX designers a degree is not strictly mandatory. UX designers come from a variety of different backgrounds, such as psychology, marketing, project management or finance.
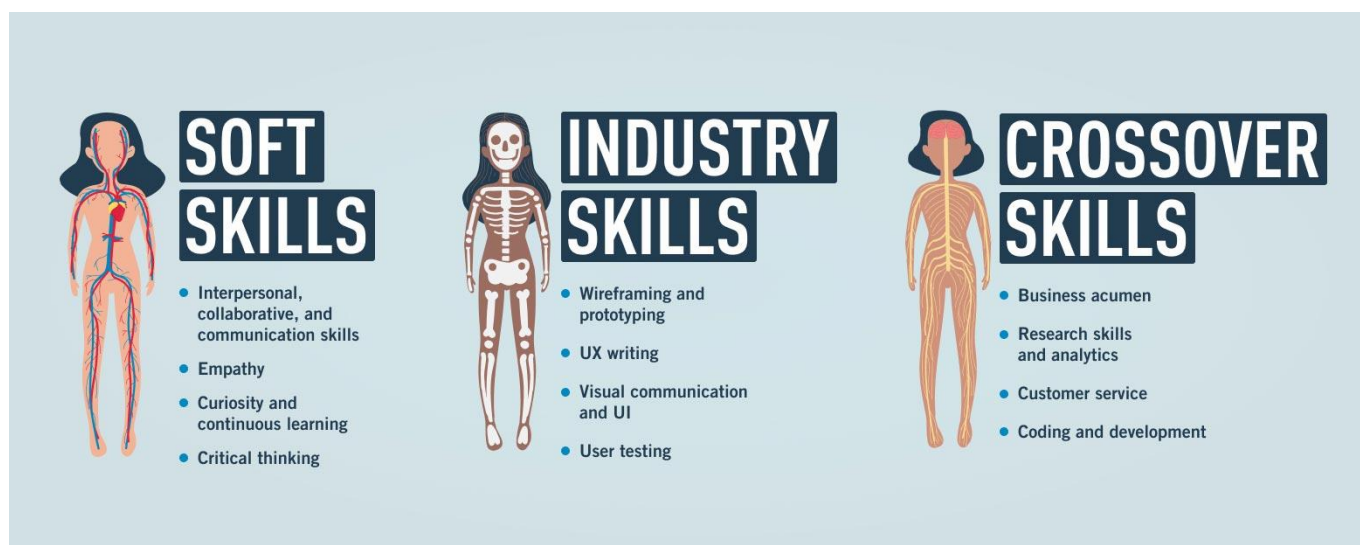
People might find that UX bootcamps might be the more efficient to learn the principles of UX designs, others might even try to teach themselves the subject. A number of UX qualifications are also a good way to immerse yourself in the UX field.

You might find out there are many ways and courses to attend to become a UX designer. However, what is really important is knowing if you have the right skills to undertake this career path. Soft skills such as communication, organisation and critical thinking are fundamental. Obviously, you need to be comfortable conducting user research, visualizing user journeys, and wireframing (and more UX-specific processes and technical skills), but it is more important to have skills like empathy, enthusiasm, time management, and the ability to negotiate. A strong awareness of how businesses work is critical too, especially being able to ask the right questions to elicit answers around what the client is trying to achieve.

But the most important character trait of all is a keen interest in problem solving.[8]

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[7] What is User Experience (UX) Design? (2020). The Interaction Design Foundation. https://www.interaction-design.org/literature/topics/ux-design

[8] White, C. (2021, August 5). What Qualifications Do You Need to Be a UX Designer? CareerFoundry. https://careerfoundry.com/en/blog/ux-design/what-qualifications-do-you-need-to-be-a-ux-designer/

Source: https://careerfoundry.com/en/blog/ux-design/what-qualifications-do-you-need-to-be-a-ux-designer/

2.5   The Digitalisation of the tourism sector

Tourism was one of the first sectors to embrace digitalisation in its business processes on a global scale. Indeed, booking flights or hotels online has become more and more popular and sometimes more comfortable since you can plan your travel comfortably from the sofa at your home rather than going to a travel agency.

So, it is possible to say that tourism was a pioneer in adopting ICT (Information and Communication Technology) as a new way to do business and updating its platforms.

However, a digitalised sector such as tourism, must compel to the continued competitiveness and growth, by constantly stay updated, in order to sustain the development of the sector.9

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[9] Digital Transformation | UNWTO. (2021). UNWTO. https://www.unwto.org/digital-transformation

Source:

https://images.readitquik.com/images/uploads/content_images/onlinetravel_5881fe42
03211.jpg

Especially in these recent times, we saw how important the digitalisation of the sector proved to be, when the whole physical world stopped and left place fort the digital one. The tourism sector however, although digitalised, suffered a lot from the Covid-19 pandemic, by forcing people all over the world to stay home and not to travel around.

To tackle the challenges brought by the pandemic, the tourism sector created customer- oriented digital solutions, in order to reduce physical interactions. These

solutions proved to be very useful since they will make these businesses competitive even in the post-pandemic future.[10]

That is why tourism has to rise from its ashes after travel restrictions were restricted. Statistics showed that people returned to travel as soon as they had the possibility, by proving that the tourism sector will always be one of people's priorities.

With that said, following the digitalisation of this sector, it's important to mention that the future of travel is technology-based, where tourism jobs will require both technical and advanced soft skills used to effectively implement and manage smart initiatives.

Start-ups and micro, small and medium enterprises (MSMEs) – drivers of technology-based innovation and entrepreneurship in tourism – will take on an increasingly important role in developing the skills needed for the jobs of the future. The sector should therefore prioritize strengthening start-ups and MSMEs so they can become integral parts of the tourism value chain, and boosting technology- and skills-based education, training and policies that stimulate innovation and decent employment.

2.6   The role of Designers in the tourism field

Travel requires a lot of preparation, which means most people are turning to the web to make informed decisions about where and how to travel.

In a world where Internet can provide you with all the information you need, websites also need to reflect that simplicity in terms of help and functionality, where travellers can simply go to.

Especially after the pandemic, that has transformed the tourism sector, by proving that travellers can simply plan their whole travels online, from booking a flight, to booking their staying and of course any ticket for attractions. Travels from A to Z can

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[10] Digitalisation in times of COVID. (2021, March 4). Digital Tourism Think Tank. https://www.thinkdigital.travel/opinion/digitalisation-in-times-of-covid/

be fully planned and booked online. That is why tourism website, or travel companies 's websites needed to be adapted to the modern world by providing an attractive design, and simple functionality in order to be able to be used by all.

More specifically, a tourism website has to have:

- **User-friendly navigation structure, with clear and consistent page layout**

- **Stunning visuals, including images and video**

- **Compelling, well-written content**
- **Clean, contemporary web design scheme that reinforces brand identity**
- **Search-engine-friendly website construction**

- **Social media integration**
- **Mobile-device compatibility**

- **Easy content management features**

- **Integration of booking engine or reservations system**

Addressing these key elements ensures that visitors to your website will have an overall positive experience, which is always the main focus of the website purpose, along with business purposes[11].

That's why the role of designers within the tourism field has become more popular. In this case we are talking about UX designers who have to design a customer-oriented and user-friendly website; web designers who also need to make it functional; and finally graphic designers who can also make it attractive and build brand loyalty for the users.

[11] Web Design for Tourism & Resorts. (2021). Human Service Solutions. https://www.hswsolutions.com/services/web-development/web-design-for-tourism-resorts/

3 Assessment

3.5   Knowledge assessment

Quiz-like assessment based on the main content. Please mark the correct answer with bold when required. Include 10 questions for your module. Increase gradually the level of difficulty.

Question 1: A designer in general is a person responsible for designing the structure, the format or the appearance of something specifically material.
[True] [False]

Question 2: What elements do graphic Designers use to produce their work?
[Shapes] [Functionalities] [Colours] [Lines] [User journeys]

Question 3: What topics will you find in general Graphic design courses?

[Colour Theory] [Art history] [Typography] [Graphic Design history]
[Software engineering]

Question 4: Web designers and Software Developers represent the same professional figure.
[True] [False]

Question 5: What main skills are more important for Web Designers to have?
[Creative skills] [Knowing UX principles] [Knowing Graphic Design principles]
[Knowing Web design languages]

Question 6: Most UX designers have a background in Computer Science (Informatics).
[True] [False] [Cannot know]

Question 7: What are some of the things that UX Designers have to consider when designing a website??
[That the website respects the brand's visual appearance (coours, texts etc.)]
[Users' brand loyalty] [Accessibility] [Users' journeys]

Question 8 (matching): Match the terms with their definitions.
User journey: A path a user may take to reach their goal when using a particular website

(User Interface (UI): the point of human-computer interaction and communication in a device.
Colour theory: the collection of rules and guidelines which designers use to communicate with users through appealing colour schemes in visual interfaces.
Wireframing: a process where designers draw overviews of interactive products to establish the structure and flow of possible design solutions

Question 9 (matching): Match the concepts with their explanations.
Web designers: the person responsible for designing the layout, visual appearance and the usability of a website.
UX designers: person responsible for designing the process teams use to create products that provide meaningful experience to users.
Graphics Designers: Designer who creates visual concepts to communicate information through images, art, words and graphics.
Digitalisation: the use of digital technologies to change a business model and provide new revenue and value-producing opportunities.

3.6   Skills assessment

As mentioned in the content above, being a desginer requires different skills. One of these is certainly lateral thinking, which is part of the logical thinking skill. Indeed, logical thinking is used to solve problems in a direct, upfront way (also known as vertical thinking). Lateral thinking, however, looks at things from an indirect perspective (also known as horizontal thinking), in order to find answers that aren't immediately apparent.
Lateral thinking is a very important skill when it comes to UX/UI/ Web and graphic design because designs need to be analysed from different points of view.
A great exercise to improve lateral thinking skills is Mind mapping.
Mind maps can be a very useful way to solve problems when logical thinking just doesn't help. Because mind maps are visual aids, they require your brain to adjust its thought processes, which can often help you find answers unexpectedly. Mind maps give you the opportunity to put all your ideas down on paper and then take a step back to gather your thoughts.

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