

# Welcome to Web Development and Design

# About half of you won't complete the class.

- You won't like coding.
- It's a challenge / very frustrating.
- Life gets in the way.

If you do finish  
**AND** you hustle,  
you can make  
**\$40 to \$100k+**  
per year

**I'm here to help  
you succeed.**

**(And I'll try to help with grading,  
attendance, financial aid, etc.)**

**How to Get  
Good at This**

# 1. Come to Class

At the **very least**, come to TechCrunch on Tuesdays (and stick around for the entire session)

2. Code code code  
code code code code  
code code...

Build the BEST sites you can,  
don't just "get by".

Practice, practice, practice.

# 3. Invest in Yourself.

Get a decent suit.

Get a decent computer.

Buy the right software.

**DEFINITELY** get a smartphone.

Get your own domain (eventually).



# 4. Ask LOTS of Questions.

Of me.

Of your classmates.

Of the internet.

# 5. Learn from the Best.

Follow experts on Twitter.

Read their blogs.

Keep up with industry news.

Look at beautiful websites.

Go to conferences.

# 6. Don't Forget the Soft Skills

How do you carry yourself?

What are you wearing?

How are your emails worded?

What is your email address?

(hint: it shouldn't be hot4ubaby@hotmail.com)

How do you handle criticism?

# 7. Learn More about What Interests You.

SEO, UX, inbound marketing,  
programming, native apps.  
A specialty makes you more  
valuable in your career.

**Your #1 Most  
Important  
Factor in  
Getting a Job**

# YOUR PORTFOLIO.

If it looks like crap, you'll only  
get crap work that pays  
crappily.

Therefore...

**Your #1 Goal**

**=**

**Mind-Blowing  
Portfolio**

# Side Note:

You can go as fast as you want in this program. If you finish things quickly, you can learn more that isn't on the "official" curriculum



# Your Best Tools

1. A great text editor (Sublime Text 2)
2. Browser developer tools (do this course)

# Things to Do Today

1. "Like" the PTEC Web Designers Facebook page.
2. Make sure you have a professional email address.
3. Sign up for the email newsletter
4. Register on [ptecwebdev.com](http://ptecwebdev.com)

# Resources

- [Mozilla Developer Network](#)
- [css-tricks.com](#)
- [siteinspire.com](#)
- Podcasts ([shoptalkshow.com](#))
- Follow experts on Twitter