

# WEB SITE DEVELOPMENT

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies, is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of Web sites.

## PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

## PERFORMANCE COMPETENCIES

- presentation of project is developed logically and systematically
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: network applications, privacy and ethics

Marketing: foundations of marketing, the marketing plan

**CAREER CLUSTER(S):** Information Technology, Marketing, Sales & Service

## ELIGIBILITY

Each chapter may enter one (1) Web site that can be produced by an individual or team of up to three (3) members. All active local chapters are eligible. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15. Competitors must be registered for the State Business Leadership Conference.

1. Participants must be selected in accordance with the regulations of the local chapter and the state association.
2. No more than one member of the team may have placed first in this event at a previous State Business Leadership Conference nor competed in this event at a previous National Leadership Conference. If the entry is an individual, rather than a team, the competitor must not have won this event at a previous State Business Leadership Conference nor competed at a previous National Leadership Conference.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged Web site developed according to the topic below must be completed and available for review by the SBLC registration deadline, March 10.

## 2009 SBLC TOPIC

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites. The topic to be address by the Web site developed for competition at the 2009 State Business Leadership Conference will be:

**Develop a Web site that will keep track of your chapter's alumni. The Web site will need to have a user-friendly interface for users to enter their information; easily access others' information; view details on upcoming events, chapter sponsorship opportunities, and a photo gallery of past and present events; and a means for the alumni to communicate with other alumni.**

This topic will also be used for competitions at the national level.

**COPYRIGHT AND FAIR USE INFORMATION.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>

U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

## **GUIDELINES**

### Prejudged Web Site

1. Each local chapter must enter its URL during the on-line registration process by March 10.
2. **This is not a chapter Web site.** The topic must be incorporated in the Web site design.
3. Sites may not be changed after they are submitted as judging begins immediately. Incomplete sites or sites "under construction" will not be judged. The Web site must be available for viewing on the Internet at the time of judging. Judging of the Web site will take place before SBLC.
4. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
5. The use of templates must be identified at the bottom of the home page.
6. Web sites should be designed to allow for viewing by as many different platforms as possible.
7. Web sites not adhering to these regulations will be disqualified.
8. Student members, not advisers, must prepare chapter websites. Advisers should serve as consultants to ensure that the websites are well organized, contain substantiated statements, and are presented in a professional manner.

### Oral Presentation

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event.
4. Competitors must provide their own computers and projection device. A screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
5. The individual or team has five (5) minutes to set up equipment and five (5) minutes to present.
6. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over five (5) minutes.
7. Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their presentation.
8. The performance is open to all conference attendees except performing participants in this event.

## **JUDGING**

A panel of judges will determine first if the chapters have complied with all of the above specifications. Based upon Web site scores and oral presentations, judges will select the winning sites. All judges' decisions are final.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by the judges. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) winning Web sites in National Competition.



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## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Development of the topic in the presentation	0	1-3	4-7	8-10	
Development and design process	0	1-7	8-14	15-20	
Use and the implementation of innovative technology	0	1-7	8-14	15-20	
Use and development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
Demonstration of ability to effectively answer questions	0	1-2	3-4	5	
<b>Delivery</b>					
Organization of oral presentation	0	1-3	4-7	8-10	
Oral presentation delivery, including voice and self-confidence	0	1-2	3-4	5	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Prejudged Score</b>	<b>/200 max.</b>				
<b>Final Score</b> (add total points and prejudged score)	<b>/300 max.</b>				

Student Name(s):			
School:		State:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



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## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-7	8-14	15-20	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio, flash, animation, etc.)	0	1-3	4-7	8-10	
<b>Site Navigation</b>					
All links are functional	0	1-3	4-7	8-10	
Links are consistent and support theme	0	1-3	4-7	8-10	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
<b>Content</b>					
Effectiveness of site	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
<b>Technical</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-7	8-14	15-20	
Site is compatible with multiple browsers	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates identified at the bottom of the home page	0	1-7	8-14	15-20	
<b>Total Points</b>					<b>/200 max.</b>

Student Name(s):			
School:		State:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator