

# WEB SITE DESIGN

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

- effectively addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- 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
- effectively communicate required information
- Web site functions without error
- copyright laws followed

## PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## 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*

## ELIGIBILITY

Each chapter may enter one (1) Web site created by an individual or team of two (2) or to three (3) members. All active local chapters are eligible. Competitors must be registered for the State Business Leadership Conference.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. 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.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the state office by March 5 will be disqualified.
6. 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 to be eligible. A prejudged Web site developed according to the topic below must be completed and available for review by the SBLC registration deadline, March 5.

## 2012 SBLC TOPIC

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites. The topic to be addressed by the Web site developed for competition at the 2012 State Business Leadership Conference will be:

**Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about local student organizations such as FBLA-PBL and other service-related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more accessible to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.**

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. Refer to the Format Guide.

## **GUIDELINES**

### **Prejudged Project**

1. Each local chapter must enter its URL during the on-line registration process by March 5. Judging of the Web site will take place before the SBLC.
2. **This is not a chapter Web site.** Projects must address the given topic (information may be real or fictitious).
3. Sites may not be changed after the official entry date (March 5) 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.
4. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
5. 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. Use of templates must be identified at the bottom of the page. See Format Guide.
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 projects.

### **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. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC. No replacements or substitutes will be allowed.
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.
5. The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team has five (5) minutes to set up and remove equipment and five (5) minutes to present.
7. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over five (5) minutes.
8. Following each presentation, judges will conduct a three-minute (3) question-and-answer period.
9. The performance is open to all conference attendees who are not performing participants in this event.

## **JUDGING**

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. All decisions of the judges 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.



# WEB SITE DESIGN

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Overall design is aesthetically appealing	0	1-7	8-14	15-20	
Design is consistent across all pages	0	1-3	4-7	8-10	
Design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Design maintains a high level of usability	0	1-3	4-7	8-10	
<b>Content</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the page	0	1-5	6-10	11-15	
Product/service message is clear		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>					
Validation [(X)HTML and CSS code validates]	0	1-3	4-7	8-10	
Overall code—readability, white space, semantic, efficient, separation of structure		1-5	6-10	11-15	
Site interactivity functions and is error-free		1-3	4-7	8-10	
Additional technologies; e.g., Flash, JavaScript, etc., are used appropriately	0	1-3	4-7	8-10	
Site is compatible with multiple user agents and browser variants	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not following Guidelines.					
<b>Penalty Points</b> Deduct five (5) points for not submitting a Statement of Assurance.					
<b>Total Points</b>					<b>/200 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator