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## **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 websites.*

### **Competencies**

#### *Project Competencies*

- effectively addresses the 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 communication required information
- website functions without error
- copyright laws followed

#### *Performance Competencies*

- answer questions effectively
- demonstrate the ability to make a businesslike presentation
- demonstrate the ability to work as a team
- demonstrate effective decision making and problem-solving skills
- demonstrate effective verbal communication skills
- describe the project development and implementation
- explain content logically and systematically

#### **Business Education Curriculum Standard(s):**

Communication; Information Technology; Marketing

### **2018 Topic**

Create a website on how to get a job. You will need to come up with a name and logo for your website. At minimum, the website must include information on the following components:

- Where to find information on job openings
- Writing a resume and cover letter
- Completing application forms
- How to present yourself in a job interview
- Tips for a successful job interview.

### **State Eligibility**

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two (2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating websites. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by February 15. No more than one (1) may have competed in this event at a previous State Leadership Conference.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team***

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*event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.*

## **State Procedure/Regulations**

### **Prejudged Web Site**

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants' names, school, city, state, and URL.
2. This is not a chapter web site.
3. Projects must address the given topic (information may be real or fictitious).
4. A Statement of Assurance must be submitted.
5. An event entry form must also be submitted.
6. The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the entry date. Judging of the Web site will take place before the SLC in order to determine the top 10.
7. Student members, not advisers, must prepare Web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
8. The use of templates must be identified at the bottom of the page. See the Format Guide for examples.
9. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site.
10. Web sites should be designed to allow for viewing by as many different platforms as possible.
11. All copyright laws must be followed. Copyright guidelines are included in the format guide. Web sites will be disqualified for not following copyright guidelines.
12. Web sites not adhering to these regulations will be disqualified.

### **Conference Requirements**

#### **Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one of the authors must give the presentation. However, all team members that wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The oral presentation is an explanation of the website, and the website may be shown when explaining the site. The individual or team will be able to access their URL. The explanation should include, but not be limited to:
  - a. Development of the topic
  - b. Development and design process
  - c. Use and implementation of innovative technology
  - d. Use and development of media elements

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- e. Copyright issues with pictures, music, etc.
  4. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
  5. Five (5) minutes will be allowed for setup and to remove all equipment.
  6. 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.
  7. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
  8. The individual or team has seven (7) minutes to present.
  9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
  10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  11. **The participants must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participants do not comply, the participants will not be admitted to the performance area until he or she is in compliance.**
  12. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

## **State Judging**

Web sites that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

If there is a tie after the prejudged portion in determining the top 10 finalists to attend the SLC, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Page Layout and Design* section on the Production Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Content* section on the Production Rating Sheet.

### **Third Tiebreaker**

- Total points of the "Overall code—readability, white space, semantic, efficient, separation of structure" category in the *Technical* section on the Production Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, the Web site production score will be used to break the tie. If there still remains a tie, the following tiebreaker will be used:

### **First Tiebreaker**

- Total points on the Production Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Content* section on the Performance Rating Sheet.

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### **Third Tiebreaker**

- Total points of “Statements are well-organized and clearly stated; appropriate business language used” category in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafblla.org/tiebreakers.php](http://www.pafblla.org/tiebreakers.php).

### **State Awards**

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### **National Conference Eligibility**

The first-, second-, third-, and fourth-place award winning websites at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a five-minute (5) presentation on their web site.

In the event that the first-, second-, third-, or fourth-place winning websites do not wish to have their websites submitted for competition at the National Leadership Conference, it is the responsibility of the:

#### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

#### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# WEB SITE DESIGN

## Production Rating Sheet

*Revised 2017-18*

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Project Usability</b>					
Website usability and navigation	0	1-7	8-14	15-20	
Color, backgrounds, font, and sounds are appropriate for the topic	0	1-3	4-7	8-10	
Graphics appropriate for topic	0	1-3	4-7	8-10	
<b>Site Content</b>					
Fully address the topic	0	1-7	8-14	15-20	
Site contains multiple elements providing evidence of production skill	0	1-7	8-14	15-20	
Grammar, Spelling, and Punctuation	0	1-7	8-14	15-20	
Copyright information is noted and documented	0	Copyright information not addressed or addressed incorrectly	20	Copyright compliance is included and done correctly	
<b>Project Evaluation</b>					
Site is compatible with multiple platforms	0	1-7	8-14	15-20	
Overall code –Site interactivity functions and is error free	0	1-7	8-14	15-20	
Additional technology is used appropriately	0	1-7	8-14	15-20	
Website elements are consistent across all pages	0	1-7	8-14	15-20	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points:</b> Deduct five (5) points each for not following Guidelines.					
<b>Total Points</b>					<b>/200 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



## WEB SITE DESIGN

### Performance Rating Sheet

*Revised 2017-18*

☐ Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Explains the design and development process	0	1-7	8-14	15-20	
Describes the use and implementation of social media elements	0	1-7	8-14	15-20	
Explains the development of media elements such as graphics, video, audio, etc.	0	1-7	8-14	15-20	
Provides proper documentation of copyright compliance	0 No documentation provided		10 Substantiates compliance to copyright regulations using visual representation		
Delivery Skills					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow event guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: