
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.

Competencies

The topic to be addressed by the website developed for competition at the State Leadership Conference and the National Leadership Conference is posted on the PA FBLA website and also published in the Web Site Development event guidelines in the National Chapter Management Handbook.

This event includes two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts to be eligible to win an award.

Pre-Judged Competencies

The prejudged project will effectively address the topic and is appropriate for the audience; demonstrate creativity and cohesiveness of design in graphics, text treatment, and special effects; show an overall layout and design that is creative and appealing; produce a final produce that indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea; effectively communication required information; function without errors; and follow all copyright laws.

Performance Competencies

Students in this event should be able to demonstrate the ability to effectively answer questions, demonstrate the ability to make a businesslike presentation, demonstrate the ability to work as a team, demonstrate good decision making and problem solving skills, demonstrate good verbal communication skills, describe the project development and implementation, and give an explanation that is logical and systematic.

Career Cluster(s):

Information Technology; Marketing

Business Education Curriculum Standard(s):

Communication, Information Technology, Marketing

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 submitted an individual entry may not compete again in this event.

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.pafbala.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.

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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. 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.
 6. 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.
 7. The use of templates must be identified at the bottom of the home page. See the Format Guide for examples.
 8. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website.
 9. Web sites should be designed to allow for viewing by as many different platforms as possible.
 10. Web sites submitted for competition should be "frozen" from the submission deadline until the opening session of the State Leadership Conference. This will allow for judging to occur without the possibility of inappropriate changes.
 11. All copyright laws must be followed. Copyright guidelines are included in the format guide.
 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 web site, and the web site 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
 - e. Copyright issues with pictures, music, etc.
4. The individual or team has five (5) minutes to present. A timekeeper will stand at four (4) minutes. When each individual or team has finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over five (5) minutes.
5. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their web site.
6. The performance is open to all conference attendees, except performing participants of this event.

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7. The individual or team must provide the computer for the presentation. A LCD projector and Internet access will be provided. Five (5) minutes will be allowed to setup and remove the equipment.
 8. 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.
 9. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.

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 rating sheet.

Second Tiebreaker

- Total points of the *Content* section on the 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 rating sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

First Tiebreaker

- Total points of the *Content* section on the rating sheet.

Second Tiebreaker

- Total points of “*Thoughts and statements are well-organized and clearly stated; appropriate business language used*” category in the *Delivery* section on the rating sheet.

Third Tiebreaker

- Total points of the “*Explains the development and design process*” category in the *Content* section on the rating sheet.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.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- and second-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- and second-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

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
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	
Content					
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	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
Technical					
Validation [(X)HTML and CSS code validates]	0	1-3	4-7	8-10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1-5	6-10	11-15	
Site interactivity functions and is error-free	0	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	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points each for not following Guidelines.					
Penalty Points: Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Co-Competitive Events Coordinator _____



WEB SITE DESIGN

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe the development of the topic	0	1-3	4-7	8-10	
Explain the development and design process	0	1-7	8-14	15-20	
Explain the use of social media elements and why they were selected	0	1-7	8-14	15-20	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
Reference proper documentation of picture, audio, etc.	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow 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:

VERIFICATION & INITIALS
(scores checked for accuracy)

Chief Administrator _____

Official Checker _____