
Web Page Creation – Middle Level

This event provides recognition for FBLA-Middle Level members who demonstrate an ability to develop a Web page using HTML or Web design software and deliver a message.

Description

The topic for this event for the 2011-2012 school year is:

Create a web page highlighting MAP (Middle Level Achievement Program).

Business Education Curriculum Standards:

Information Technology

Region/State Eligibility

Each middle level chapter may enter up to five teams in this event. Each team may consist of a minimum of one (1) member and a maximum of three (3) members. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

National Eligibility

Each state may submit the top two entries. Entries may be created by an individual member or by a team, not to exceed three members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by January 31 of the current school year.

Procedure

1. The Web page may be one or two pages with at least one link.
2. The Web page must address the topic in the Description section. Entries will be judged according to the rating sheet.
3. The event entry form should accompany the presentation.
4. Web pages must be submitted on a CD or DVD and must be viewable with a variety of browsers (Netscape, Microsoft Internet Explorer, Safari, and more.).
5. Presentation should be clearly labeled with the name of the event, name of participant(s), school name and state.
6. To be eligible for region, state and national recognition, 2 copies of the multimedia presentation CD and event entry forms should be submitted to the PA FBLA Staff Assistant/Middle Level Coordinator, RECEIVED by deadline of February 18, 2012.
7. The submission must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the submission is well organized, contains substantiated statements, and is written in an acceptable business style.

2 copies of the submission and event entry should be mailed to:

Mr. Luke Skerpon
PA FBLA Staff Assistant/Middle Level Coordinator
287 Hamilton Hall
University Park, PA 16802

Please do not use signature required on delivery method.

Region/State Judging

Ties will be broken as follows:

First Tiebreaker: Total points of the *Content of Web page(s) effectively cover topic with all vital information included* section on the rating sheet.

Second Tiebreaker: Total points of the *Format, text, and graphics are consistent, well-balance and with no overlapping items that reduce readability* section on the rating sheet.

Region Recognition

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

State Recognition

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1st and 2nd place winners in this event.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL web site, and individuals will receive a medal of outstanding achievement.

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Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Overall Appeal					
Grabs audience attention.	0	1-3	4-7	8-10	
Content of Web page(s) effectively cover topic with all vital information included (who, what when, where, why, how.)	0	1-3	4-7	8-10	
Appeals to audience	0	1-2	3-4	5	
Layout					
Creative and original.	0	1-2	3-4	5	
Format, text, and graphics are consistent, well-balanced and with no overlapping items that reduce readability.	0	1-3	4-7	8-10	
Graphics are appropriate to subject and are effectively utilized.	0	1-2	3-4	5	
Font selection (type, size, style, kerning, leading, etc.) is appropriate and appealing.	0	1-2	3-4	5	
Use of color is appealing	0	1-2	3-4	5	
Technical Features					
Site uses innovating technology tools and enhancements effectively (i.e., streaming video or audio, flash type program.)	0	1-3	4-7	8-10	
Web pages are viewable on standard browsers.	0	1-2	3-4	5	
Copyright laws have been adhered to and any photos, text, trademarks, or names used on the site are supported by proper documentation and approvals are indicated on the Web page(s).	0	1-3	4-7	8-10	
Navigation					
Links are appropriate and support topic.	0	1-2	3-4	5	
All links are functional and allow viewer path back to home page.	0	1-3	4-7	8-10	
Navigational scheme is logical and effective.	0	1-2	3-4	5	
Total Points	/100 max				
Submission Penalty: Deduct five (5) points for failing to submit entry form with presentation.					
Penalty Points: Deduct 1 point for a typographical, spelling, punctuation, or grammar error.					
Final Score	/100 max				

Name(s): _____

School: _____ City: _____

Judge's Signature: _____ Date: _____

Judge's Comments: