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## **Multimedia & Website Development – Middle Level**

*This event provides recognition for FBLA Middle Level members who demonstrate an ability to develop a multimedia tools and a webpage to deliver a message.*

### **Competencies**

- Career Awareness Related to Multimedia and Website Industry
- Technology Operation and Concepts
- Visual Design Concepts
- Animation Techniques
- Gaming
- Digital Audio
- Web Technologies
- Graphic Design

### **Business Education Curriculum Standards:**

Communication; Information Technology; Marketing

### **2018 Topic**

The topic for this event for the 2017-2018 school year is:

*Design, build and launch a website that features the competitor's ability to incorporate the elements of website design, graphic layout, and proper coding techniques.*

TOPIC: Promote the FBLA LEAD Program ([www.fbla-pbl.org/middle-level/recognition-awards/lead](http://www.fbla-pbl.org/middle-level/recognition-awards/lead))

*The website must include a 1-3 minute multimedia presentation that encourages members to participate in the LEAD program.*

*The website must include sound, photo and image editing and graphics.*

*The website must include at least one activity with user interaction (i.e. survey game, etc.)*

### **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.

It is the responsibility of:

#### **Local chapter adviser**

- To pay membership dues for all competitors by the published deadline and to register students through the PA FBLA online registration system by the published deadline

### **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 submission must include all components listed in the guidelines/topic above.

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2. The Web page must address the topic in the Description section. Entries will be judged according to the rating sheet.
  3. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA website by the deadline listed. The form must include the information on the form INCLUDING the URL of the website.
1. This is not a chapter website.
  2. 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.
  3. 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.
  4. The use of templates must be identified at the bottom of the page.
  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.
  6. Web sites should be designed to allow for viewing by as many different platforms as possible.
  7. All copyright laws must be followed. Copyright guidelines are included in the format guide. Web sites will be disqualified for not following copyright guidelines.

### **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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 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.

# Multimedia & Website Development – Middle Level

## Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Overall Appeal</b>					
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	
<b>Layout</b>					
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	1-2	3-4	5	
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	
<b>Technical Features</b>					
Site uses effective technology tools and enhancements effectively (streaming video or audio, flash type program, etc.)	0	1-3	4-7	8-10	
Multimedia Media Presentation Included on Website (1-3 minutes, includes sounds, photo and image editing, and graphics)	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	1-2	3-4	5	
<b>Navigation</b>					
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 and includes at least ONE activity with user interaction	0	1-2	3-4	5	
<b>Total Points</b>					/100 max
<b>Submission Penalty:</b> Deduct five (5) points for failing to submit entry form with presentation.					
<b>Penalty Points:</b> Deduct 1 point for a typographical, spelling, punctuation, or grammar error.					
<b>Final Score</b>					/100 max

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

School: \_\_\_\_\_ City: \_\_\_\_\_

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

Judge's Comment