

Web Design

Purpose:

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of web design and web design.

Clothing Requirement

For men: Official SkillsUSA white polo shirt with black dress slacks, black socks and black leather shoes. *For women:* Official SkillsUSA white polo shirt with black dress slacks or skirt, black socks or black or clear seamless hose and black leather shoes. To purchase the polo shirt contact Midwest Trophy Manufacturing Co. Inc. by calling: 1(800) 324-5996 or order online at www.mtmrecognition.com/skillsusa/.

Eligibility

Open to active SkillsUSA members enrolled in programs utilizing Web Design as an occupational objective.

Equipment and Materials

1. Supplied by technical committee

Workstation with table space for two computers, with two chairs
110 volt electrical outlet

2. Supplied by the two-member contestant team

- a. Personal resume for each team member - submit via e-mail by June 1 to Robert Luster, World Organization of Webmasters coordinator at Robert@joinwow.org
- b. Work sample (a website that team has previously developed) - submit via e-mail by June 1 to Robert Luster, World Organization of Webmasters coordinator at Robert@joinwow.org
- c. Two multiple outlet surge protectors
- d. Sketch pad for storyboarding
- e. Computers with CD-RW drive or USB port, and an Ethernet connection
- f. Hub and patch cables for interconnecting team computers
- g. Related web authoring and graphics software **accompanied by proof of license.** Design and

development tools necessary to build a complete web site.

Scope of the Contest

1. The Web Design project will be announced at the beginning of each year. The process must be documented, clearly demonstrating the following skills as determined by the National Technical Committee. Committee membership includes Adobe Systems, Inc., Cisco Systems, Inc., Macromedia, Microsoft Corporation and World Organization of Webmasters (WOW).

- a. Web Programming (HTML, XHTML, CSS, client side scripting)
- b. Web Graphics
- c. Web Site Design (usability)
- e. Web Site Management
- f. Project Management
- g. Web Multimedia
- h. Legal Issues
- i. Build a web site according to requirements criteria
- j. Submit an overview document

2. The National Technical Committee will provide a template, which describes the site development process.

3. All entries to the contest must be created by the teams during the contest.

4. Teams will be issued a work order on Tuesday during the orientation meeting. Each team's web site will be constructed at the contest site for evaluation and continual work on the day of the contest

5. Specific schedule outlining equipment setup, storyboarding and specific judging criteria will be distributed during the orientation meeting on Tuesday

6. All copyright laws are to be followed.

7. Violations will result in disqualification.

8. Theme and content must be educational in nature
9. Content must support the theme
10. Quality of the site organization and navigation
11. Acceptable use of language and conventions paragraph structure, grammar, spelling, punctuation, etc
12. Any multimedia elements used should contribute to the site content
13. The site can be viewed in more than one browser on both Mac and Windows platform
14. Links are valid and all multimedia components load properly and within a reasonable period of time

Other Criteria:

Each 2-member team will consist of the following team members:

Web Designer
Web Developer/Webmaster

Role and Responsibilities:

Web Designers are familiar with the visual arts and are learning to create images and designs that capture and keep visitors' interest. They present aesthetically enticing designs that meet the requirements and preferences of their audience.

Webmasters understand the basic breadth of topics that fall under Web Designers but with less depth into the individual topics of graphic design. Webmasters have additional skills including strong project management and presentation skills.

Web Developers are familiar with the fundamentals of creating web site structure and interactivity. They are learning to use database tools and custom applications to prepare sites

for dynamic presentation of content to the visitor.

Technical Scoring and Standards:

Judging Criteria:

Judging is based on a rubric and based on the following point system:

30 total possible points for quality of graphics & type

30 total possible points for quality of overall design & layout

30 total possible points for quality of code 10

total possible points for quality of web site process documentation

20 total possible points for written exam

10 total possible points for professionalism

Written Evaluation:

The purpose of the written evaluation of the contest is to demonstrate the team's knowledge of managing a Web project from start to finish. The template for this document will be provided by the National Technical Committee but it is important to impress upon contestants that this document weighs heavily in scoring (see scoring rubric below).

For further information and FAQ, visit www.joinwow.org/skillsusa

Scoring Rubric:

	Beginning	Developing	Accomplished	Score
Graphics & Type (30 Points Total)				
Overall Visual Appeal	5 points There are few or no graphic elements. No variation in layout or typography. OR Color is garish and/or typographic variations are overused and legibility suffers. Background interferes with the readability.	10 points Graphic elements sometimes, but not always, contribute to the understanding of concepts, ideas and relationships. There is some variation in type size, color, and layout.	15 points Appropriate and thematic graphic elements are used to make visual connections that contribute to the understanding of concepts, ideas and relationships. Differences in type size and/or color are used well and consistently.	
Mechanical Aspects	5 points There are more than 5 broken links, misplaced or missing images, badly sized tables, misspellings and/or grammatical errors.	10 point There are some broken links, misplaced or missing images, badly sized tables, misspellings and/or grammatical errors.	15 points No mechanical problems noted.	
Overall Design & Layout (30 Points Total)				
Look & Feel	5 points The look and feel is not audience or site appropriate. Design is not clearly thought out in terms of color use, graphic use, type, and inconsistent from page to page.	10 points The look and feel is audience appropriate and but may not convey the sites intent. Design should be clearly thought out in terms of color use, graphic use, navigation design, and may show some inconsistency from page to page.	15 points Create an appropriate look and feel to the audience and site intent. Design should be clearly thought out in terms of color use, graphic use, navigation design, and consistency from page to page.	
Navigation	5 points Navigation is not always appropriate for the site. Navigation is not well-architected, easy to use, and shows inconsistency throughout the site.	10 points Navigation for the site is appropriate. Navigation is well-architected, easy to use, but may have some inconsistency throughout the site.	15 points Design effective navigation for the site. Navigation should be well-architected, easy to use, and consistent throughout the site.	
Programming & Code (30 Points Total)				
Compatibility	5 points Does not demonstrate the use of contemporary Web browsers by designing for as many common Web browsers as possible.	10 Points Demonstrate the use of contemporary Web browsers by designing for several of the more common Web browsers.	15 Points Demonstrate the use of contemporary Web browsers by designing a standards based site that supports many common Web browsers.	
Code Structure and Design	5 Points Effectively apply HTML and some CSS to the site to control fonts, borders, and other presentational features.	10 Points Effectively apply HTML, CSS, and some JavaScript to the site to control fonts, borders, and other presentational features. Some code formatting and documentation is present.	15 Points Effectively apply HTML, CSS, and JavaScript to create a well crafted website. The code is formatted and documented.	
Process (10 Points Total)				
Scaffolding of Process	1 points The process lacks strategies and organizational tools needed for students to gain the knowledge needed to complete the task. Activities are of little significance to one another and/or to the accomplishment of the task.	3 points Strategies and organizational tools embedded in the process are insufficient to ensure that all students will gain the knowledge needed to complete the task. Some of the activities do not relate specifically to the accomplishment of the task.	5 points The process provides students coming in at different entry levels with strategies and organizational tools to access and gain the knowledge needed to complete the task. Activities are clearly related and designed to take the students from basic knowledge to higher level thinking.	

Richness of Process	1 points Few steps, no separate roles assigned.	3 points Some separate tasks or roles assigned. More complex activities required.	5 points Different roles are assigned to help students understand different perspectives and/or share responsibility in accomplishing the task.	
Written exam (20 Points Total)				
Professionalism (10 Points Total)				
Total Score				130