Web Site Design Team (435)

Description
The team will work together to create a Web site based on the assigned topic.

Eligibility
Any student member may enter this team event. A team will consist of 2-4 members. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging.

Team must supply
Team must supply one computer loaded with their Web site and hard copy printouts of the complete
Website (excluding external link pages) for presentation to the judges.
No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their
own access to be used only for their presentation to the judges.
Team must bring all supporting devices (e.g., extension cords, power supply, etc.).
Projector (Optional)
Props (Optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant.
No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.
No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies
- Apply technical skills in Web site design
- Demonstrate knowledge of Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate knowledge of site, content, graphics, layout, browser capabilities and more
- Demonstrate awareness of requirements of target audience
- Demonstrate awareness of accessibility concerns
- Provide easy access to multiple major search sites
- Demonstrate knowledge of navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based, validated HTML
- Demonstrate and apply web scripting skills
- Demonstrate leadership and teamwork skills
- Demonstrate personal integrity and apply ethical concepts
- Demonstrate the ability to conform to copyright laws
- Demonstrate problem solving skills
- Demonstrate knowledge of page layout

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Submit the Team Entry Form including the URL to the project (including any necessary login credentials if necessary) and Release Form(s) in one combined PDF document to: http://www.bpa.org/submit no later than 11:59 pm Eastern Time on April 1, 2015.
- **NOTE**: **Member ID will be required for all submissions.**
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect e-mail address for submission or technical difficulties.
- Multiple submissions cannot be accepted.
- No changes can be made to the project after the date of submission.
- A copy of the Team Entry Form and Release Form(s) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- The team is responsible for securing a Release Form from any individual whose name, photograph, and/or other information that is included on the Web site.
- Topic and theme must remain the same as the team progresses through regional, state and national competition.
- The web site must be available for viewing on the Internet on April 1, 2015. If the ISP is experiencing technical difficulty, the advisor will be contacted and a reasonable amount of time will be provided to solve the problem. No changes can be made to the website after this date. Technical judging of the website will be conducted prior to the NLC.
- The team will administer and present their website at the NLC.
- The following information must be included on the site: name of chapter, team member names, theme, school, city, state, and year. This information can be included in any format and location.
- Attention must be given to cross browser capabilities.
- Attention must be given to monitor capabilities, such as resolution.
- All written material must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual.*)
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual.* **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- Team members will specifically identify their roles in the development of the Web site and be prepared to address questions pertaining to those roles (i.e., page layout, navigational scheme, graphics, media, compatibility, and content).
- Previously submitted Web sites used in BPA competition may *not* be submitted.
- Contestants are permitted to use any web development technology or CMS desired by the team in order to complete the event. Examples of these are, but not limited to, Visual Studio, Dreamweaver, JQuery, any Templates, WordPress, Joomla, and Drupal.

Topic
A World of Adventure, A Lifetime of Memories
The world is an exciting place with wonderful places to explore. You and your team are starting a new world class travel agency. Your task is to create a travel agency Web site that features vacation packages to at least three destinations around the world. You will need to research the destinations and highlight the key features that make that destination stand out to potential customers. Let your design technology skills go as you create a stunning site marketing the destination. You have the ability to include as much interactivity and/or technology you would like for the site. Suggested features may include:

- Current local weather condition
- Current time zone
- Currency exchange
- Video clips or photo gallery
- Reservation guidelines
- Interactive package pricing based on length of stay
- Links to booking arrangements
- Travel planner
- Share trip information with social media clients

The web site should be branded to the look and feel you would like to represent the travel agency you are creating. The project should follow W3C standards for design and meet accessibility requirements. The site should demonstrate an understanding of design, layout, usability and search engine optimization considerations.

Things to consider
- Use of standards-based, validated HTML
- Apply technical skills in Web site design
- Demonstrate knowledge of Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate knowledge of site, content, graphics, layout, browser capabilities, and more
- Demonstrate awareness of requirements of target audience
- Demonstrate awareness of accessibility concerns
- Page layout
- Teamwork
- Navigational scheme
- Graphics/multimedia use
- Site content
- Language use
- Includes wording that has a consistent message, does not have spelling errors, and lends itself to easy search from sites such as Google, Bing, and Yahoo!
- Leadership
- Integrity/ethics
- Problem solving

Teams who do not submit an entry that follows the topic above will be disqualified.

Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than five (5) minutes set-up time
No more than ten (10) minutes oral presentation
No more than five (5) minutes for judges' questions
Finals may be included at state and national levels

Entries
Each state is allowed two (2) entries

Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will *not* be available at NLC.

Competencies an topic generously provided by the CIW (Certified Internet Web Professional) program.

Web Site Design Team (435)

Judge Number _____   **Team Number** _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	☐ Yes (Disqualification)	☐ No
If yes, please stop scoring and provide a brief reason for the disqualification below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Page Layout					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts	1-5	6-10	11-15	16-20	
Consistent format page to page	1-5	6-10	11-15	16-20	
Navigational Theme					
Links present and working	1-5	6-10	11-15	16-20	
Links show consistent formatting	1-5	6-10	11-15	16-20	
Navigational path is clear and logical	1-5	6-10	11-15	16-20	
Graphic Media Use					
Enhances topic	1-5	6-10	11-15	16-20	
Creativity through graphic design	1-5	6-10	11-15	16-20	
Originality of graphics	1-5	6-10	11-15	16-20	
Effective use of innovative technology	1-5	6-10	11-15	16-20	
Content					
Well developed	1-5	6-10	11-15	16-20	
Portrays the topic	1-5	6-10	11-15	16-20	
Effectiveness of site	1-5	6-10	11-15	16-20	
Technical					
Cross-browser compatibility	1-5	6-10	11-15	16-20	
Markup is well organized and meets validation	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
TOTAL TECHNICAL POINTS (320 points maximum)					

Web Site Design Team (435)

Judge Number _____   **Team Number** _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to explain their use and the development of innovative technology	1-5	6-10	11-15	16-20	
Ability to explain their use and development of media elements (graphics, video, audio, etc.)	1-5	6-10	11-15	16-20	
Evidence showing each team member's role in the development of the site and their responses to presentation questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (80 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not per judge.		Points Awarded
Set-up lasted no longer than five (5) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of presentation: Keyed and signed Team Entry Form (1 copy) and Release Form(s) (1 copy) at time of presentation *Must have copies for preliminaries and finals*	10	
All registered team members must participate in the presentation	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 430

PRESENTATION WILL BE STOPPED AT 10 MINUTES