WebProfessionals.org
Community Education Certification

National Web Design Contest 2016
Secondary Web Design Contest Guidelines and Work Order

Contest Guidelines Contents

- Contest introduction - what we are testing you for
- Task overview and task summary
- Contest Rules - what is expected from you and the contest requirements
- Client work order - contains background information of the client, client key initiatives, the tasks and what the client wants to you to deliver
- Assets – These are files that you will be provided that includes client documentation and graphic images to be utilized with the website
- Specific tasks - a step by step guide to the tasks

Introduction

Each team will be asked to complete a series of website tasks that will test your:

- Creativity
- Web Design skills
- User experience and user interface skills
- Web development skills
- Critical thinking and problem-solving skills
- Ability to collaborate with your peers
- Agility and adaptability to client needs
- Initiative and entrepreneurial skills
- Presentation skills

Contest Task Overview

- Specifically, you will be asked to create and develop a simple website consisting of the following distinct set of website tasks as outlined by the client in the work order.

- Create and design a storyboard including wireframe based on input from the client as outlined by the work order.

- Create and design a prototype as outlined in the work order by the client.

- Modify, edit and select the graphic images to incorporate from the base images provided by the client.

- Design and develop Web pages with the following components in mind; look and feel, function, navigation, page layout, fonts, color schemes, all graphic elements, and forms as outlined by client in the work order.

- Design and develop responsive Web pages with Web Accessibility and Web standards in mind; they must be WAI compliant and pass W3C validation, and be cross browser compatible as outlined by the client in the work order. This means they must also scale properly for mobile devices.

- Incorporate JavaScript for validation of the form as outlined by the client in the work order.

- Demonstrate your knowledge in the areas of web business including; branding, web marketing and search engine optimization (SEO) as outlined by the client in the work order.

- You will be asked to present your Web Design and Development Company (your team) to the review team. In short, why should we hire your team? You will also present your resume as part of this interview.

- You will also be asked to share your scaffolding of process including storyboard, wireframe and prototype.

- You will also be allowed to ask questions of the contest organizers and the client.

Contest Rules

All completed websites and their related files will be submitted on a thumb drive that we will provide.

- Teams will not be allowed to use external resources (**there is no Internet connectivity** in the competition area and all teams will refrain from such access via their own connection). **Note: If the contest supervisor or judges observe you using cell phones or connecting to the Internet or texting during the competition, you will be disqualified.**

  Note that teams will be allowed to ask 2 questions (in writing) if they encounter

technical issues. Responses will be provided in writing by the Web Design contest officials on site. Only 2 questions maximum per team are allowed.

- Breaks, including lunch: lunch (including sodas) will be provided around noon on site. If you need to use the restroom you need to inform one of the Web Design contest officials. Bottled waters are allowed and we encourage you to stay hydrated, snacks are allowed but not provided. **Bring your own prior to the contest.**

- Images will be provided by the contest committee at the start of the contest and no third party images will be allowed. You may use your own original graphics (only if created on site during the competition) and you may edit the images we provide.

- No pre-built templates are to be used. All components must be created and coded on site from scratch. This includes frameworks such as Bootstrap and jQuery.

- The focus of this contest is on client side technologies (for example, HTML, CSS, and JavaScript). The latest versions are preferred. Remember to test your pages in multiple browsers. Remember you can use browser device emulation capabilities to simulate how your pages will appear on mobile devices. Judges will be testing them in various browsers and on various devices.

- No server side scripting is to be included in the submitted materials.

- All materials submitted are to be free of malware. **If you submit malware, you will be immediately disqualified and receive 0 total points.**

- **NOTE:** Virus Scan your folders prior to submission to the USB drive. Submitting a virus or spyware on the USB drive is grounds for immediate disqualification. If you do not have updated Virus Scan software installed on your computer it is your responsibility to tell us so. Tell us this when we ask for your software license **and we will assist you.**

- Use of any Dreamweaver template (those which come with CS4/ CS5, CS6 for example which were created by Stephanie Sullivan Rewis) is **not** allowed (yes, we will know). This also applies to templates in other tools (including jQuery Theme Roller and similar).

- Use of jQuery or other libraries is not allowed. Build your code from scratch; demonstrate your knowledge of HTML, CSS, and JavaScript.

- As a general rule, tables should only be used to display tabular data; they should not be

used for placement/ layout of text or images (use CSS instead).

Client Work Order

Client Introduction

You are being asked to create a website to promote the WhyCTE initiative on behalf of the client, the WhyCTE Foundation. You are to create and develop all resources as outlined in this document. Specifically, you will be designing and creating one of their sites, **WhyCTE.us**. As outlined in the tasks section listed below.

About the Client: WhyCTE Foundation

WhyCTE Foundation is a non-profit organization dedicated to educating and reminding people of all the reasons why we need to focus on Career and Technical Education.

This is a hypothetical organization and exists only for the purpose of this competition.

WhyCTE.us Mission statement

WhyCTE.us mission is to:

- Foster better understanding of the need for career and technical education (secondary and post-secondary).
- Advocate on behalf of CTE programs.
- Focus on contributions made by those in CTE programs:
  o Those who completed their education and moved to professional jobs in their chosen field.
  o Current students who aspire to be practicing professionals.
  o Teachers of CTE students.
- Provide a forum for the raising of new ideas and an effective mechanism for dialog on issues affecting CTE.

WhyCTE.us Vision

WhyCTE.us envisions itself as a community of common interest, where individuals can find common ground for communication and education. This organization will be open to anyone in the world who believes in our philosophy and wants to participate. It will be administered by its members in accordance with democratic principles.

WhyCTE.us Intended Audience

The audience for the **WhyCTE.us** website that you will be designing and developing for

consists of every day Americans (including teachers, students, supporters, sponsors and those who wish to learn more about CTE programs in the US).

Client Web Site Requirements and Preferences (these items should be employed on all pages you create).

- Prefers a professional, elegant layout with good use of white space.
- WhyCTE.us tag line is **CTE matters**. Preferred colors are (you may use opacity for effects if you think that helps the professional appearance of the site):
    - Dark red – RGB value 187, 19, 62 / Web Color #BB133E
    - White – RGB value 255, 255, 255/ Web Color #FFFFFF
    - Dark blue – RGB value 0, 38,100 / Web Color #002664
    - Black may also be used for text – RGB value 0, 0, 0 / Web Color #000000
- The Web site address and tag line should appear on every page, though a larger version can appear on the Home Page as long as it is a consistent size and location on the other pages.
- Utilize fonts from those provided by the client, they are their favorites but they are relying on you to select those most appropriate for this site.
- Navigation elements should be attractive, clear, consistent, functional and fully accessible. Hover effects are encouraged in the navigation (relying on CSS).
- Place their copyright notice in the footer of every page.
- The Client is relying on your expertise for selection of appropriate fonts, sizes and type.
- The Client requires a responsive design for multiple devices including smartphones and tablets.
- The entire site must meet current Web Content Accessibility Guidelines.
- The website should be attractive to both adults and students.
- Cross browser compatibility for current versions of Firefox, IE, Opera, Safari and Chrome
- Mobile device friendly – use responsive design or adaptive design techniques
- Search engine optimized by the following keywords: America, United States, What's Right About America.

<u>Competition Tasks</u>

Overall Instructions (Please read carefully)

The data files that you have been issued contains content information and images provided by your client. You are expected to use the information in the files provided, along with the information given in this Client Work Order.

1. Create a folder named properly with your team number preceded by either a **P** (for postsecondary) or **S** (for secondary). The contests will be judged separately and we

need to know which contest your entry folder belongs in. For example, **S142** would be the name of the folder for a team with a number of 142 in the secondary contest. If you do not properly name your folder, you will lose points.

2. You will place **all** of your web site completed files in that folder. You will be responsible for making the necessary sub-folders for your CSS, JavaScript and images and then naming all of your files accurately and appropriately within that team folder. The team folder is the **only** item that will be uploaded for the judges to see so make sure that all of your images and links work properly from within it.

3. All materials submitted are to be free of malware.

NOTE: Virus Scan your folders prior to submission to the USB drive. Submitting a virus or spyware on the USB drive is grounds for immediate disqualification. If you do not have updated Virus Scan software installed on your computer it is your responsibility to tell us when we ask for your software license.

Task Instructions

Task Number 1 - Design Process and Communication

Purpose: Demonstrate your understanding of the design process and communicate what you are intending to create and develop with your team mate.

Instructions:

- Create and design your storyboard and wireframes based on input from the client as outlined by the work order. Review the remaining tasks before attempting to create this.
- Create your storyboard and wireframe on a sheet of 8.5 x 11 sheet of paper.
- Your storyboard should include your form of navigation, illustrations or images sequence for the purpose of pre-visualizing your work.
- You will present your completed storyboard to one of the Web Design contest officials. This will be done separately from the interview.
- You will be asked to present your ideas for the visualization and brand messaging of your proposed Web design and development ideas to one of the Web design contest officials.
- You will share your scaffolding of process including storyboard and wireframe. This may include a visual prototype (if you have tools available – such as Adobe Experience Design or Sketch or Axure or similar) or you may explain the process verbally.

Task Number 2 - Design and Develop Web Site Pages

Purpose: Design and develop client pages with the following components in mind; including the look and feel, function, navigation, page layout, fonts, color schemes, all graphic elements, and forms. Refer to this Client Work Order for their specific requirements and preferences.

Instructions:

- Create the following three pages for the client web site;
  - Home
  - About
  - Blog Page that includes a working form (see task number 3 for the form instructions)

Specifically, you will be required to:

- Design the layout of your pages to include the name and tag line (discussed above).

- Use the client work order, the content information and graphic images provided to you as the content for the various pages including the Home page, the About page and the Blog page listed above.

- **PLEASE NOTE**: This is your opportunity to be a problem solver. The client requests that you do not just cut and paste or type the content provided. Remember YOU have the latitude to review the content and edit the content to highlight and feature the most relevant content that **YOU** feel is most appropriate for the client.

- Develop all pages and code following appropriate guidelines (for example, pages should properly size for mobile devices so there is limited horizontal scrolling – none is preferred by the client). At least 2 provided images are to be used on the home page.

- Design and develop the Web pages with Web Accessibility and Web standards with in mind (WAI compliant and W3C validation, cross browser and mobile device compatible as outlined by the client in the work order.)

- Search engine optimized for the key words/phrases as indicated in the Client Work Order.

  PLEASE ALSO NOTE: Content has been provided to you. Do not use Lorem Ipsum or filler text. As this will drive the judge's nuts! You really don't want to do that.

Task Number 3 – User Experience

Purpose: Demonstrate your understanding of accessibility, form design, Javascript and layout. Create a User Comments and Questions form for the Blog Page that you created in Task 2.

Instructions:

- Include the following fields; all of them are required content fields for the user <u>except</u> for the Demographic dropdown list. Use your knowledge of JavaScript and HTML to confirm that required fields contain data. If you can use HTML 5 attributes instead of JavaScript to accomplish some of these tasks, do so.

- First Name - Required

- Last Name - Required

- Email address - Required. This must be a valid email address (for example, fred@@derf.com and wilma@example@derf.com would not be valid).

- Which part of the country are you from? - This is a working dropdown list but **Not Required** that contains the following items;
  - West Coast
  - Mountain
  - Central
  - East Coast

- Subject – Required

- Message – Required field, make sure there is sufficient space for a paragraph of information.

- Submit and Reset buttons should both be created to appear only after all **required** fields have been completed by the user.

- The form should be fully accessible to anyone who may visit the page. They may use an assistive device or a smartphone or a laptop.

- The layout and design should be visually appealing as well as functional. It should reflect the design of the rest of the web site. The client would like special attention paid to the layout of the form and the design of this page as it is intended to be the primary contact between the organization members.

Task Number 4 – Web Site Navigation

Purpose: Demonstrate your understanding of using either CSS or JavaScript or a combination to develop and implement a functional and attractive navigation scheme for the website. The client prefers hover effects in the navigation.

Instructions:

- Create all of the navigational elements for the Home Page and each of the subsequent pages.

- They should be designed specifically for this client, functional, visually appealing, and contributing to the look and feel of the overall site.

- The navigation should be fully accessible and consistent throughout the site.

- Utilize provided graphics and links. You are responsible for their placement, formatting and functionality.

- WhyCTE.us and the associated tag line should be a functional link returning to the home page.

Task Number 5 –Images and Asset Modification

Purpose: This task that will allow you to demonstrate your graphic design, creativity and understanding of graphics and layout. You will also focus on brand messaging that incorporates the brand and or product messaging that meets client needs and requirements.

Instructions:

You're asked to design and develop a graphic marketing ad for **WhyCTE.us** that the client requires you to use on the website. The images provided in the assets folder can be manipulated and combined in any way you want to create the graphic marketing ad. You may also create your own graphics to incorporate in the ad as well.

The graphic marketing ad is an opportunity for you to demonstrate your design and creativity skills. This is your opportunity to be creative visually with a design look and feel that conveys a compelling marketing message demonstrating your skills as a Web design problem solver.

This task provides you with an opportunity to serve the client by reviewing the content provided in the assets folder regarding **WhyCTE.us**. **YOU** decide how you want to position the messaging that is both visually appealing and compelling that drives traffic to the organization website and educates the audience on **WhyCTE.us**.

- The client specifically asked for WhyCTE.us to appear as rotated text in a circle background. You should do this using CSS only. After all, the text must be accessible. This is to be used as a "logo" throughout the site.

- You may alter and incorporate any elements of the provided images and have free reign over use of fonts, color and messaging as well. The client asks that the font and messaging be visually compelling, be readable and simple to understand and digest in 3 seconds.

- You are required to create an ad that reflects the personality and message of the organization based on all of the information that you have been provided.

- **PLEASE NOTE**: The versions that you create of the ad for the website need to be optimized for the web. Large files and slow load times will drive the judge's nuts and points will be deducted if your images are not optimized for the Web.

Task Number 6 - Product Quality Assurance

Purpose: Demonstrate your knowledge of web site deployment and file management.

Instructions:

- Test your work from your Team folder to verify that what you are submitting to the judges is complete and fully functional. Only the team folder that you created will be uploaded for judging. Name your folder as described above (or you will lose points).

  Remember to **test your work in the folder before** we collect your files. There will only be time to check the first link and confirm that all files have been transferred to the USB drive when files are collected by the Web design contest officials.

- Verify you have followed the overall instructions indicating how to properly name your folders. If you do not name your folders per that requested format, you will lose points. If in doubt, ask.

- Virus check your submission files. Remember, submission of a virus with your work **will result in significant loss of points.**