

## **(435) Website Design Team**

### **Description**

The team will work together to create a website 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. Teams must participate in both parts of the competition in order to be ranked.

### **Topic**

Develop a website to assist BPA chapters in planning their attendance at NLC in Washington D.C. Areas to be included, but *not* limited to:

- Transportation Methods (Metro, walking, bike share, Segway®, Uber®, Lyft®, taxi, pedicab, etc.)
- Maps
- Hours of operation for attractions & transportation
- Food
- Costs
- Local attractions, including security restrictions and specific guidelines (For example, the White House, FBI Building, Pentagon, etc.)
- Attire/Dress Code

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

### **Team must supply**

Team must supply one computer loaded with their website for presentation to the judges

No Internet access will be provided on-site at NLC; however, 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 website 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 web languages

- 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 Works Cited, [Team Entry Form](#), including a clickable URL to the project, and [Release Form\(s\)](#) in one combined PDF file at <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time, on April 1, 2019.
- The team is responsible for securing a [Release Form](#) from any individual whose name, photograph, and/or other information included on the website.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- 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.
- Only one (1) team members should complete the submission.
- Materials from non-registered contestants and/or those mission contestant numbers *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited, [Team Entry Form](#), including signatures, must be presented at the time of presentation at NLC at both the Preliminary and Final Competition.
- The website must be available for viewing on the Internet on April 1, 2019. 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.
- The team will administer and present their website at 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](#).)
- The length of the presentation will be no more than ten (10) minutes, followed by not more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- Team members will specifically identify their roles in the development of the website and be prepared to address questions pertaining to those roles (i.e., page layout, navigational scheme, graphics, media, compatibility, and content).
- Previously submitted websites 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, Microsoft Visual Studio®, Adobe Dreamweaver®, JQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates.
  - Contestants should be able to understand and explain the utilized code and/or technology used by a selected web development technology, CMS, or template.
- All materials, other than the required submission materials may *not* be left with judges.

### **Method of evaluation**

Technical Scoring Rubric

Presentation Scoring Rubric

### **Length of event**

No more than three (3) 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 regional, 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.**

## (435) Website Design Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes ( <i>Disqualification</i> )	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>One (1) copy of the Works Cited, <a href="#">Team Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre-submission) AND <a href="#">Release Form(s)</a> (must be keyed but does <i>not</i> have to be signed for pre-submission) in one combined PDF file</li> </ul> <i>All points or none are awarded by the technical judge.</i>					10
<b>Page Layout</b>					
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	
<b>Navigational Theme</b>					
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	
<b>Graphic Media Use</b>					
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	
<b>Content</b>					
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	
<b>Technical</b>					
Cross-browser compatibility	1-5	6-10	11-15	16-20	
Source Code is well organized and meets validation	1-5	6-10	11-15	16-20	
<b>Grammar, Spelling, Punctuation, and Usage</b>	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>TOTAL TECHNICAL POINTS (330 points maximum)</b>					

## (435) Website Design Team

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 using web languages (source code)	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	
Explanation of Innovative Technology (examples could be: JavaScript, multimedia, social media, search engine optimization, e-commerce, etc.)	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

*Props and/or additional items shall not be used as a basis for scoring.*

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Works Cited (1 copy) keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 460**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**