



Source: <https://www.fbla-pbl.org/competitive-event/website-design-fbla/>

Website Design (FBLA)

Category: Demonstration

Type: Individual or Team

This is a Modified Competitive Event: Eliminate prejudging. Judging will focus on the usability and functionality of the product as seen by the judges. This event will now be categorized as a demonstration rather than performance event, and competitors will be required to demonstrate how well the project works during the event demonstration.

Overview

Includes a demonstration of the project. Review specific guidelines for each event as guidelines vary.

Topic: Create a website for a new discount airline. This airline serves the states surrounding the one in which you live. The airline has hired you to create a website. The website must include:

- Airline name and theme/slogan
- Introduction to the airline that includes animation
- Flight schedules, with the ability to book flights
- Information on the frequent flyer program
- How to apply for a job with the airline
- Social media links (**NOTE:** No live social media accounts should be created for this event.)

Skills: The ability to communicate ideas and concepts and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of websites.

Eligibility

- ✓ States may submit up to 4 entries.
- ✓ Competitors must be registered for NLC and pay registration fee.
- ✓ Competitors must pay dues by 11:59 p.m. Eastern on March 1.

Finals

Fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Alignment

NBEA Standards

- Communication
- Information Technology
- Marketing

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Guidelines

Event Specific

- The website must be available for viewing on the Internet during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Competitors are responsible for ensuring the usability and functionality of the website when demonstrating it to the judges.
- Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

↓ Demonstration

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates/libraries must be identified.

Demonstration Guidelines

- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or demonstration items.
- The following will be provided for the final round of technology demonstration events: screen, power, table, and projector. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance/Demonstration Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for demonstrations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

↓ General Performance/Demonstration

Performance Guidelines

Fifteen (15) competitors/teams—or an equal number from each section in the preliminary round—will advance to the final round. When there are more than five preliminary sections for an event, two competitors/ teams from each section will advance to the final round.

In the case of team events, all team competitors are expected to actively participate in the performance/demonstration.

Competitors cannot be replaced or substituted for prejudged events with the exception of the chapter events—American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.

All competitors must comply with the FBLA-PBL dress code.

Prejudged materials and résumés will not be returned.

Technology Guidelines

- The following will be provided for the final round of technology presentation/demonstration events that allow viewing: screen, power, table, and projector. It is up to final round competitors to decide if they wish to use the provided technology.
- Competitors utilizing Apple products or other devices that do not have a VGA port or HDMI will need to provide their own adapters.
- Internet access will be provided for:
 - 3-D Animation
 - Coding & Programming
 - Computer Game & Simulation Programming
 - Digital Video Production
 - E-business
 - Electronic Career Portfolio
 - Mobile Application Development
 - Public Service Announcement
 - Social Media Campaign
 - Website Design
- Internet access may not be WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Audience

- Preliminary performances/demonstrations are not open to conference attendees.
- Final performances/demonstrations may be open to conference attendees, space permitting (with the exception of interview and prep/case events). Finalists may not view other competitors' performances/demonstrations in their event.
- Recording performances/demonstrations is prohibited.

- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badges.

↓ General

The general event guidelines below are applicable to all national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

Eligibility

- Dues: Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- NLC Registration: Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Deadlines: The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Friday in May.
- Each state may submit four (4) entries in all events except LifeSmarts, Virtual Business Finance Challenge, and Virtual Business Management Challenge.
- Each competitor can only compete in one (1) individual/ team event and one (1) chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. Exceptions are Parliamentary Procedure which must be a team of four or five members, and LifeSmarts which must be a team of two members.
- All members of a team must consist of individuals from the same chapter.

Repeat Competitors

Competitors are **not** permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:

- Modified Events: A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may **not** compete in the renamed event.
- Team Events: One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- Chapter Events: Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, and Partnership with Business Project).
- Individual Entry: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- Parliamentary Procedure: Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.

- Pilot Event: Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- Objective Tests: Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- Objective and Production Tests: The production test scores will be used to break a tie.
- Objective Tests and Performances: The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- Reports/Projects and Performances: The report/project scores will be used to break a tie.
- Performances: Judges must break ties and all judges' decisions are final.

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Friday in May.
- All prejudged components (reports, websites, projects, statement of assurance) must be received by 11:59 p.m. Eastern Time on the second Friday in May.
- All prejudged projects and reports must be submitted electronically.
- All Statements of Assurance must be submitted online.
- All production tests must be received at FBLA-PBL by 11:59 p.m. Eastern Time on the third Friday in May.
- All production tests must be uploaded online.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Friday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10. Only one (1) award is given to the schools competing in chapter events (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).

Additional Materials

Certain events may allow the use of additional materials. Please refer to event guidelines.

Americans with Disabilities Act (ADA)

FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit a special needs form.

Recording of Presentations

No unauthorized audio or video recording devices will be allowed in any competitive event.

Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.

Preparation

General Competitive Events Tips

1. Dress for Success—Members must be in business attire. Please review the the FBLA-PBL Dress Code. If you question if you are properly attired, then change.
2. Read and follow explicitly the state and national competitive events guidelines. Be aware of differences between state and national guidelines.
3. Check the status of membership dues. Students must be dues-paid members by March 1 to compete in national competition. The sooner dues are paid the sooner members will receive FBLA benefits.
4. All materials must be received by the national center by the second Friday in May. Normally the state submits these materials, but some states request the local chapters submit their reports, website URLs, interview materials, etc.
5. Remember, when competing at the district or state levels, materials are **not** sent to the national office.
6. Become completely familiar with the procedures to be followed for participation in each type of event at the state and national levels.
7. Determine from the rating sheets and guidelines the areas that will be judged and the weight given to each area.
8. Obtain a variety of updated information on different subject areas and provide access to students for study.
9. Contact former and current chapter members who have competed in previous years for suggestions.
10. Find mentors and other experts who can help members prepare for competition. Involve faculty, advisory committee members, Professional Division members, businesspeople, community volunteers, and parents in study sessions and event preparation.
11. Try to recreate as realistically as possible the conditions under which the competition will take place and PRACTICE.
12. Make certain that the copies of materials to be submitted to judges are error-free and in the proper format.

Previous Winners

2018 Website Design (FBLA), 1st Place

[!\[\]\(2b376d1a92330ab09dad2665d2f89bf5_img.jpg\) 2018 Website Design \(FBLA\), 1st Place](#) | [!\[\]\(fcaee6d397c07452e54229b176f1295d_img.jpg\) Source Code](#)

[!\[\]\(3cb60d42b10e53f9522bb0b392c1c4cd_img.jpg\) 2018 Website Design \(FBLA\), 4th Place](#) | [!\[\]\(6ee5a6cf4633ecad4ab1623b5ee8b864_img.jpg\) Source Code](#)

[!\[\]\(d0262bbe9d2356661a2e89321dfcc781_img.jpg\) 2017 Website Design \(FBLA\), 3rd Place](#) | [!\[\]\(8572950e410320d7dd023da827ff014d_img.jpg\) Source Code](#)

- [!\[\]\(eae20f1adff742df783f6f7e3bbe72d1_img.jpg\) 2017 Website Design \(FBLA\), 5th Place](#) | [!\[\]\(43c6e08c5a1618d745b54da5c843274e_img.jpg\) Source Code](#)
- [!\[\]\(f5ee48910650695cea680b2433c1d60d_img.jpg\) 2017 Website Design \(FBLA\), 6th Place](#) | [!\[\]\(da0f02caffeb5a74776a1d5d1892b059_img.jpg\) Source Code](#)
- [!\[\]\(edb096eed27f3ac1241ba8d18d05acad_img.jpg\) 2017 Website Design \(FBLA\), 9th Place](#) | [!\[\]\(554d866cfdb5a2c8f73998019542d337_img.jpg\) Source Code](#)
- [!\[\]\(c1170582320733ace24db86bc6d97423_img.jpg\) 2016 Website Design \(FBLA\), 3rd Place](#) | [!\[\]\(51c4b897e692428305845816e97ca71e_img.jpg\) Source Code](#)
- [!\[\]\(810c0da19263e18e2f95623517bed1dc_img.jpg\) 2016 Website Design \(FBLA\), 4th Place](#) | [!\[\]\(8982e3c27257070d79f8096c6d667915_img.jpg\) Source Code](#)
- [!\[\]\(cf565e63df317467714cf7de070ecedc_img.jpg\) 2016 Website Design \(FBLA\), 5th Place](#) | [!\[\]\(76264d27c3f3933123acb961f2a449e7_img.jpg\) Source Code](#)
- [!\[\]\(8996ef01d8e0ad40113c18b518eacb7a_img.jpg\) 2016 Website Design \(FBLA\), 7th Place](#) | [!\[\]\(8c5548d81cda50e4e278860b2cb9a70a_img.jpg\) Source Code](#)
- [!\[\]\(968380ddaf0d76ade5d8f4f1e1863930_img.jpg\) 2016 Website Design \(FBLA\), 9th Place](#) | [!\[\]\(66c2875dd6880e6275ef3a346ad549a5_img.jpg\) Source Code](#)
- [!\[\]\(2ada657f1fdc0f1bc4a1fdfa02cd2c71_img.jpg\) 2015 Website Design \(FBLA\), 5th Place](#) | [!\[\]\(76f4e6395be77cbccf207fb6a912d80b_img.jpg\) Source Code](#)
- [!\[\]\(f4f98dd477adfbaaa41172b7a4eb1b6f_img.jpg\) 2013 Website Design \(FBLA\), 2nd Place](#) | [!\[\]\(b6e96929eea52c91e9f8575ba0ef04db_img.jpg\) Source Code](#)
- [!\[\]\(43e386126f14977d38517af086ca8272_img.jpg\) 2013 Website Design \(FBLA\), 3rd Place](#) | [!\[\]\(24770a065ef897ee478ad8281a77157c_img.jpg\) Source Code](#)
- [!\[\]\(2b184a7e5ac47275077002c60f746e93_img.jpg\) 2012 Website Design \(FBLA\), 2nd Place](#) | [!\[\]\(4f257034d4c8bf0f38c1b25f64531c6d_img.jpg\) Source Code](#)

Rating Sheet



Rating Sheet PDF — Note: This rating sheet was updated on October 22, 2019

Format Guide



Format Guide PDF

Website Resources

- [50 Useful Tools and Resources for Web Designers](#)
- [AnfyJava Applet Creator 1.4](#)
- [Copyright Law of the United States](#)
- [Creating Websites](#)
- [How to Build Business Websites](#)
- [How to Make a Website](#)