(435) Website Design Team

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

Eligibility
Any secondary division student member may enter this team event. A team will consist of 2-4 members. Members 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 to be ranked.

Topic
A local up-and-coming rock band, Stage Fright, has contracted your team to create a website for them. Your site must include, but is not limited to:
- About – Write a description of the band along with profiles for each band member, their music, and how the band got started
- Tour Dates – Create a schedule of dates and locations with online ticket purchasing
- Merch (swag) – Create a page with your choice of merchandise for the band to sell along with purchasing options
- Contact Us – Include a booking link, email link, and customer service link

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
The 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 member. Props or visual aids are allowed in this competition. 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
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate knowledge of site, content, graphics, layout, and more
- Demonstrate awareness of accessibility concerns (for example: ADA)
- Demonstrate responsive design (including browser capabilities, devices, etc.)
- Provide easy access to multiple major search sites
- Demonstrate knowledge of navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content

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- Utilize standards-based web languages
- Demonstrate and apply web scripting skills
- Demonstrate the ability to conform to copyright laws
- Demonstrate knowledge of page layout
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the URL to the final project files, Works Cited, and signed Release Form(s) in a combined PDF file to https://upload.bpa.org no later than 5:00 p.m. Eastern Time, on April 1, 2025.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- The team is responsible for securing a signed Release Form from any individual whose name, photograph, and/or other information is included on the website.
- Members 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 email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- **Only one (1) team member should complete the submission.**
- Materials from non-registered members and/or those missing Member IDs *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The website must be available for viewing on the Internet on April 1, 2025. 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*.)
- 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.
- 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.
- Members are permitted to use any web development technology or CMS desired by the team in order to complete the event; however, use of original code may be scored higher, Examples of these include, but are *not* limited to, Microsoft Visual Studio®, Adobe Dreamweaver®, jQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates.
    o Members should be able to understand and explain the utilized code and/or technology used by a selected web development technology, CMS, or template.
- No materials, other than the required submission materials, may be left with judges.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
URL to project (including any necessary login credentials, if necessary), Works Cited and Release Form(s) in one combined PDF file.	WDT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation
Pre-submitted Project Files
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes setup 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 three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	☐ Y | ☐ N
Team followed Copyright and/or Fair Use Guidelines	☐ Y | ☐ N
If no to either question, please stop scoring and provide a brief reason for the *disqualification*:	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information, in the correct format, as one (1) PDF file. • Works Cited formatted according to the BPA *Style & Reference Manual*, in a single combined PDF file. • Project URL (including login information if required) • Signed Release Form(s) *All points or none are awarded by the technical judge*				10	
Page Layout Visual organization is easily understood Aesthetic use of colors and fonts Consistent format page to page	1-5 1-5 1-5	6-10 6-10 6-10	11-15 11-15 11-15	16-20 16-20 16-20	
Navigational Theme Links present and working Links show consistent formatting Navigational path is clear and logical	1-5 1-5 1-5	6-10 6-10 6-10	11-15 11-15 11-15	16-20 16-20 16-20	
Graphic Media Use Enhances topic Creativity through graphic design (template, code, or combined) Originality of graphics (stock or original)	1-5 1-5 1-5	6-10 6-10 6-10	11-15 11-15 11-15	16-20 16-20 16-20	
Content Well developed Portrays the topic Effectiveness of site	1-5 1-5 1-5	6-10 6-10 6-10	11-15 11-15 11-15	16-20 16-20 16-20	
Technical Cross-browser compatibility Source code is well organized and meets validation Effective use of innovative technology (Look For: original coding, use of SASS, Python, JavaScript, code widgets)	1-5 1-5 1-5	6-10 6-10 6-10	11-15 11-15 11-15	16-20 16-20 16-20	
Grammar, spelling, punctuation, and usage	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
TOTAL TECHNICAL POINTS (330 points maximum)					

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Judge Number _____   Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain development/design process (pre-production phase, target audience, etc.)	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	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

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

TOTAL MAXIMUM POINTS = 480

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

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