

## **Inspire With .ORG - A Website Challenge**

### **ABOUT**

You work as a web designer/developer for an amazing organization that is dedicated to making a major impact on the world. The company has just performed a rebranding initiative and wants to develop a single-page website as their central online presence.

You have been tasked with designing and building this web page from scratch.

### **PROBLEM STATEMENT**

- Develop a single page website for your 'organization'. Your organization can be real or fictional.
- Website should be developed on a content management platform (such as Wordpress). No prebuilt or purchased templates/themes should be used.
- Site must be a simple HTML file or on the .ORG domain (either option is acceptable)
- Site should include the following elements:
  1. Top-level navigation system implementing dynamic element(s) - ie: scrolling to anchor sections, active rollovers, etc.
  2. At least five content sections, including (but not limited to):
    - Hero Spot/Company tagline/identity
    - News area that highlights at least three recent news items
    - About Us section that details the organization and its mission
    - Contact/Donate section that incorporates a form
    - Video/Image Gallery that allows visitors to view various media
  3. Site should be easily administrated – content sections should be editable
  4. Feeds and/or links to social platforms (LI, Twitter, Facebook, IG)
  5. Site should be mobile-ready and employ a responsive framework
  6. Site needs to fully articulate the mission/objective of the real/imaginary organization and show examples of the impact the organization is making on the world.

### **SERVER DETAILS (if using one)**

- Participants can create their website on any server. Techfest, IIT Bombay or Public Interest Registry will not be providing any server or a domain name.
- How to go about finding servers?
  1. One way might be to search for online free tier servers like Google Cloud Platform and AWS
  2. A domain can be purchased from any of the common domain providers:
    - a. Amazon Web Services
    - b. Bluehost
    - c. Godaddy
    - d. Bigrock
    - e. Google

Resources for setting up servers :

<https://www.youtube.com/watch?v=wNr7YqjjzOY>

<https://www.youtube.com/watch?v=w6e68N-dpdk>

### **Design Info**

- Participants can use non copyright images and icons for creatives purposes
- Participants are free to use any extend of Bootstrap

### **STRUCTURE**

The competition will progress in 2 stages:

Stage 1: Initial Scope and Development Plan - Submission of a detailed plan for building out the site, including infrastructure (CMS environment) specifications. Teams will be shortlisted on the basis of their Plan.

Stage 2: Final Submission - Proposed solution/wireframes will be developed (prototyped) by the shortlisted teams and submitted through the mail.

### **TIMELINE**

Last Date to Register	30th November
Submission of Development Plan	2nd December
Final Submission of Webpage	20th December
Result Declaration	30th December

## JUDGING RUBRIC

Websites will be evaluated using the following criteria:

### Website Evaluation Rubric

CATEGORY	4	3	2	1
<b>Content</b>	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
<b>Content Accuracy</b>	All information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met.
<b>Layout</b>	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
<b>Navigation</b>	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
<b>Links (content)</b>	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Most links point to high quality, up-to-date, credible sites.	Less than 3/4 of the links point to high quality, up-to-date, credible sites.
<b>Background</b>	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
<b>Color Choices</b>	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.



<b>Fonts</b>	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.
<b>Graphics</b>	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.
<b>Images (accessibility)</b>	All images, especially those that are used for navigation, have an ALT tag that describes the image and its link so people who are visually impaired can use the Web site well.	All images used for navigation have an ALT tag that describes the image and where it links to so people who are visually impaired can use the Web site well.	Most images used for navigation have an ALT tag that describes the image and where it links to so people who are visually impaired can use the Web site well.	The needs of visually impaired Internet users are ignored.
<b>Sounds</b>	Music, audio clips and/or sounds are thoughtfully edited and used only where they add to reader understanding of the content or to make the site more accessible to persons with visual handicaps.	Music, audio clips and/or sounds are used only where they add to reader understanding of the content or to make the site more accessible to persons with visual handicaps.	Music, audio clips and/or sounds are thoughtfully edited and used, but 1 or 2 detracted from the overall site.	Music, audio clips and/or sounds were seemingly used randomly OR typically detracted from the overall site.
<b>Spelling and Grammar</b>	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
<b>Copyright</b>	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission

## REGISTRATION and SUBMISSION

The Participants have to register on the official Techfest Website and fill all the necessary details:  
[www.techfest.org](http://www.techfest.org) > Competitions > Inspire With .ORG > Register

### Abstract Submission–

Teams will be required to submit one report to [inspirewithorg@techfest.org](mailto:inspirewithorg@techfest.org). This report should contain the idea they are looking forward to work on.

### Submission Format-

The project report should be emailed to [inspirewithorg@techfest.org](mailto:inspirewithorg@techfest.org) with the subject Inspire with .ORG  
Report: Team Id (For example: Inspirewith.ORG: OR123).

Teams must follow the following details for the submission:

1. The abstract must be submitted in pdf format only
2. Font: Arial
3. Size: 11
4. Spacing between two lines: 6 pts
5. Spacing between two paragraphs: 10 pts
6. Bottom margin: 1 inch

## GENERAL RULES

1. Every team has to register online on the official Techfest website for the competition.
2. A Team ID will be allocated to the team on registration which shall be used for future references.
3. **The decision of the organizers or judges shall be treated as final and binding on all.**
4. No responsibility will be held by Techfest, IIT Bombay for any late, lost or misdirected entries.
5. **The idea presented by the teams should be original (not protected by means of patent/copyright/technical publication by anyone).**
6. Note that at any point of time the latest information will be that which is on the website. However, registered participants will be informed through mail about any changes.

## TEAM SPECIFICATIONS and ELIGIBILITY

- All students with a valid identity card of their respective educational institutions are eligible to participate in the competition
- One team can have at most 2 members.
- Students from different institutes can be a part of the same team.

### **CERTIFICATE POLICY and PRIZES**

- The Prize money will be awarded to the Top 3 Winners via NEFT and will be processed within 30 working days.
- Consolation prizes will be awarded to the top 5 teams (other than top 3 winners, i.e. position 4th - 8th) via NEFT as mentioned above.
- Top three teams will be awarded Certificate of Excellence.
- E-Certificate of participation will be given to the teams scoring more than the critical marks which will be decided later (top 60% of teams except top 3 teams)

The Winner will have to mail the following information (immediately after the announcement of results) to [vibhav@techfest.org](mailto:vibhav@techfest.org)

Subject:

Inspire with.ORG, team id- your position (example: Inspire with.ORG, OG1234 – 1st position)

Body of mail:

1. Account Holder's Name
2. Account Number
3. Bank name and Branch name.
4. IFSC Code