

Web Site Design

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 Web sites.

2012 State & National Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating web sites. The topic to be addressed by the web site developed for competition at the 2012 NLC will be:

Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about your local organizations such as FBLA-PBL and other service related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more assessable to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.

Competencies

Participation in this event will allow members to demonstrate proficiency in conceptualization, designing, and creating web sites.

The web site should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, in a professional format.

Business Education Curriculum Standards:

Communication, Information Technology, Marketing

Eligibility

Entries may be created by an individual or a team of two (2) or three (3) members from the same chapter. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. In the event of a team event, no more than one (1) member may have competed in this event at a previous National Leadership Conference. No member can participate in more than one team.

Entries should be made using the online entry form. Do not mail anything to the state office.

Web Site Design continued...

Procedure

Pre-Judged Web Site

1. Entries will be judged according to the rating sheet.
2. An official entry form via the online submission tool must be submitted by the deadline. The form will provide the following information: school, member name(s), URL.
3. This is not a chapter web site. The topic must be incorporated into the web site design.
4. The web site must be available for viewing on the internet at the time of judging. No changes can be made to the web site after the official entry date. Judging of the web site will take place prior to the State Business Leadership Conference.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the web site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
6. The use of templates must be identified at the bottom of the home page.
7. Web sites should be designed to allow for viewing by as many different platforms as possible.

Oral Presentation

Members submitting the top scoring web sites will be invited to present an oral presentation in support of their entry.

The oral presentation is an explanation of the web site and the web site should be shown when explaining the site. The explanation should include, but not be limited to:

- ∇ development of the topic
- ∇ development and design process
- ∇ use and implementation of innovative technology
- ∇ use and development of media elements
- ∇ copyright issues with pictures, music, etc.

Participants will need to provide their own computer and projector. A screen, table, and extension cord (if needed) will be provided. No additional visual aids are allowed. Members will have five (5) minutes to set up and an additional five (5) minutes to present. A timekeeper will stand at four (4) minutes. When the team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (5) minutes. Following each oral presentation, the judges may conduct a three (3) minute question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation,.

Note: The times and procedures allowed for presentation and setup at the SBLC in this event are different from those allowed at the National Leadership Conference. Members who earn the right to represent Nevada FBLA at the NLC should check the national guidelines for the revised times/procedures.

The performance is open to all conference attendees, except performing participants in this event.



Web Site Design Rating Sheet

| Evaluation Item | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|------------------|----------------------------|--------------------|----------------------|------------------|
| Page Layout and Design | | | | | |
| Fonts, colors, and graphics enhance aesthetic appeal | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Format is consistent and appropriate | 0 | 1 – 2 | 3 – 4 | 5 | |
| Graphic design shows creativity, originality, and supports theme | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; Java script) | 0 | 1 – 2 | 3 – 4 | 5 | |
| Site Navigation | | | | | |
| All links are functional | 0 | 1 – 2 | 3 – 4 | 5 | |
| Links are consistent and support theme | 0 | 1 – 2 | 3 – 4 | 5 | |
| Navigational scheme is logical and effective | 0 | 1 – 2 | 3 – 4 | 5 | |
| Content | | | | | |
| Effectiveness of site | 0 | 1 – 5 | 6 – 10 | 11 – 15 | |
| Theme fully and effectively developed. Solution adequately addresses assigned topic. | 0 | 1 – 5 | 6 – 10 | 11 – 15 | |
| Technical | | | | | |
| Proper use of grammar, spelling, punctuation, etc. | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Site is compatible with multiple browsers | 0 | 1 – 2 | 3 – 4 | 5 | |
| Copyright laws have been followed and permissions are cited on the Web site | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Final Score | | | | | /100 max. |

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



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Oral Presentation Rating Sheet

| Evaluation Item | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|----------------------------|--------------------|----------------------|------------------|
| Content | | | | | |
| Explanation of the development of the topic in the presentation | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Explanation of the development and design process | 0 | 1 – 7 | 8 – 15 | 16 – 20 | |
| Explanation of the use and implementation of innovative technology | 0 | 1 – 7 | 8 – 15 | 16 – 20 | |
| Explanation of the use and development of media elements (graphics, video, audio, etc.) | 0 | 1 – 7 | 8 – 15 | 16 – 20 | |
| Explanation of the proper documentation of pictures, audio, etc. | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Organization of oral presentation | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Oral presentation delivery, including voice and self-confidence | 0 | 1 – 2 | 3 – 4 | 5 | |
| Demonstration of ability to effectively answer questions | 0 | 1 – 2 | 3 – 4 | 5 | |
| Total Points | | | | | /100 max. |
| Time Penalty | Deduct five (5) points for presentations over 5 minutes Time: _____ | | | | |
| Dress Code Penalty | Deduct five (5) points when dress code is not followed | | | | |
| Pre-Judged Web Site | | | | | /100 max. |
| Final Score | | | | | /200 max. |

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: