

WEB SITE DEVELOPMENT

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.

PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- show creativity and cohesiveness of design with graphics, text treatment, and special effects
- select appropriate fonts and type sizes
- creative and appealing overall layout and design
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

PERFORMANCE COMPETENCIES

- presentation of project is developed logically and systematically
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas
- effectively answer questions

NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: network applications, privacy and ethics

Marketing: foundations of marketing, the marketing plan

CAREER CLUSTER(S): Information Technology, Marketing, Sales & Service

ELIGIBILITY

Each chapter may enter one (1) Web site that can be produced by an individual or team of up to three (3) members. All active local chapters are eligible. Competitors must be registered for the State Business Leadership Conference.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one member of the team may have placed first in this event at a previous State Business Leadership Conference nor competed in this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

OVERVIEW

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts to be eligible. A prejudged Web site developed according to the topic below must be completed and available for review by the SBLC registration deadline, March 5.

2010 SBLC 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 2010 State Business Leadership Conference will be:

Your local Chamber of Commerce is allowing individual civic groups and businesses to create pages on their Web sites. Your FBLA chapter decides to create a site on the Chamber Web site. You would like the local business community to know about some of the projects that you are completing. Additionally, you would like to visit local civic organizations and speak to the groups about your projects. The civic organizations can then help with your projects or perhaps allow you to use their facilities. Create the site that can then be attached to the Chamber of Commerce Web site to promote projects, potential speaking engagements, and overall community knowledge about FBLA.

This topic will also be used for competitions at the national level.

COPYRIGHT AND FAIR USE INFORMATION

Education guidelines may be used for copyright notations but review the following Web sites for more information:

- homepage.mac.com/prr/copyright.html
- www.benedict.com
- bedfordsmartins.com/online/citex.html
- www.mediafestival.org/copyrightchart.html
- www.copyright.gov

GUIDELINES

Prejudged Project

1. Each local chapter must enter its URL during the on-line registration process by March 5.
2. **This is not a chapter Web site.** Projects must address the given topic (information may be real or fictitious).
3. Sites may not be changed after they are submitted as judging begins immediately. Incomplete sites or sites "under construction" will not be judged. The Web site must be available for viewing on the Internet at the time of judging.
4. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws. Use of templates must be identified.
6. Web sites should be designed to allow for viewing by as many different platforms as possible.
7. Web sites not adhering to these regulations will be disqualified.
8. Student members, not advisers, must prepare chapter Web sites.

Oral Presentation

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. 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; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.
4. Competitors must provide their own computers and projection device. A screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed.
5. The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team has five (5) minutes to set up and remove equipment and five (5) minutes to present.
7. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
8. Following each presentation, judges will conduct a three-minute (3) question-and-answer period.
9. The performance is open to all conference attendees who are not performing participants in this event.

JUDGING

A panel of judges will determine first if the chapters have complied with all of the above specifications. Based upon Web site scores and oral presentations, judges will select the winning sites. All judges' decisions are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by the judges. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may enter two (2) winning Web sites in National Competition.



WEB SITE DEVELOPMENT

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe the development of the topic	0	1-3	4-7	8-10	
Explain the development and design process	0	1-7	8-14	15-20	
Explain the use and implementation of technology	0	1-7	8-14	15-20	
Show use and development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Participant(s) are forceful and show self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator



WEB SITE DEVELOPMENT

Production 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	1-7	8-14	15-20	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio, flash, animation, etc.)	0	1-3	4-7	8-10	
Site Navigation					
All links are functional	0	1-3	4-7	8-10	
Links are consistent and support theme	0	1-3	4-7	8-10	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
Content					
Effectiveness of site	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1-7	8-14	15-20	
Site is compatible with multiple browsers	0	1-3	4-7	8-10	
Proper copyright documentation	0	1-7	8-14	15-20	
Subtotal					/200 max.
Penalty Deduct five (5) points each for not following Guidelines.					
Penalty Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					/200 max.

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator