WEB DESIGN COMPETITION 2014

OVERVEIEW

Congratulations on coming this far with SkillsUSA! The following is a quick summary and review of the requirements for this completion and the judging criteria. If you have any questions regarding any of these items please feel free to ask.

Purpose:
To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of web design.

Clothing Requirement
All participants in the competition should wear the appropriate SkillsUSA attire.

Eligibility:
Open to active SkillsUSA members enrolled in programs utilizing Web Design as an occupational objective.

SCOPE OF CONTEST

Your team has been asked to develop a web site for a prospective (fictions) client; details regarding the client's needs and assets will be provided at the beginning of the day.

Standards Compliance:
The web pages designed must employ standards-based web design with well formed HTML/XHTML and CSS. The following will be applied in judging regardless of whether the HTML was hand-coded or created with an editor:

1. The expected DOCTYPE standard for building the web pages is either HTML 4.0, HTML 5 or XHTML 1.0

2. Every HTML and CSS document should pass the W3C Markup Validation Service with 0 errors (warnings are acceptable), as Firefox usually will not report validation errors.

3. Every opening tag (i.e. <p>) must have a matching closing tag (i.e. </p>) unless it is a self-closing tag (i.e.
).

4. The document tags must be well formed and correct. i.e.

    a. Well Formed:
        <p> Red
Car</p>

    b. Not Well Formed:
        <p> Red
Car</p>

5. The document tags must be semantically correct. ie.

    a. A <p> cannot be inside a <h1>; a paragraph is not a heading, a heading is not a paragraph, they are two different types of content.

6. All tags must be in lower case.

7. CSS documents must be well formed and correct. ie.

    a. Well Formed:

        p{ color:#000000;
            font-size: 1em;
            line-height: 1.5em;
            margin-bottom: 1.5em;}

    b. Not well formed:

        P{ color:#0000; font-size:12pts; line-height: 24px; margin-bottom:1.5em;)]

8. Comments are used within the code, especially when citing the web authors and creation/modification dates.

9. Web pages must be fully functional in a variety of web browsers.

Cascading Style Sheets:
The overall styling for the entire site must be controlled with the use of a Cascading Style Sheet. Cascading Style Sheets must either be created from scratch, or by using one of the permitted web development software programs. Use of a cascading style sheet from the Internet, or any other source is considered cheating.

JavaScript:
Each team may utilize JavaScript in their website, provided the team writes the code during the competition. Use of premade JavaScript code from the Internet or any other source is considered cheating.

Templates:
Use of any built-in template, template wizard, or template from the Internet or any other source is not permitted, and is considered cheating.

File Names:
All web page file names should be in lower case, and should use the **.htm** file extension.
The default home page should be named **index.htm**

Accessibility:

Your team's website must meet the following accessibility guidelines:

1. The site should meet the web accessibility standards which can be viewed at the following location: **http://www.w3.org/WAI/gettingstarted/Overview.html**

2. If JavaScript is required for navigation, a non-script alternative navigation option (such as hyperlinks at the bottom of the page) must be included.

3. All images should be coded using the ALT attribute.

4. All text should be coded to allow resizing in the web browser.

5. Tables may be used, however, we encourage the overall layout be developed using CSS and HTML structural tags such as a <div> or HTML5 elements including, but not limited to <header>, <nav>, <main>, <section>, <article>, <aside>, and <footer>.

Judging Criteria

Each team will be evaluated using the following criteria.

Creativity [Possible Points 20]

Explore multiple solutions to design problems (wireframes/mock-ups)	
The website is creative and fits the client's needs	
Demonstrate problem solving skills (troubleshoot)	
The layout is consistent and provides a good brand message	
Total	

Communication and Clarity [Possible Points 20]

There is a clear message or brand to this project	
Each page of the site has a distinct purpose	
The content is organized and easy to read	
The pages have clear headings and headlines	
Total	

Composition [Possible Points 30]

The website is consistent in the use of colors, graphics, layouts and font styles.	
The website has a distinct and unique visual theme	
The website has an effective and visually appealing color scheme	
Imagery is used to add value to the message	
The site makes good use of space (pages do not look cluttered)	
The overall layout follows the principles of design	
Total	

Craftsmanship and Complexity [Possible Points 30]

Proper use of HTML/XHTML and CSS	
CSS used for site styling	
Good coding techniques have been used, including comments.	
A consistent, reliable navigation system exists	
Links and navigation provide flow to meet the website's goals	
There is a logical order to page components	
Total	

Overall Total	

Point Penalties
- » Competitors will lose 5 points for each broken link
- » Competitors will lose 5 points each for use inline HTML styles
- » Competitors will lose 25 points if HTML does not pass the W3C validator
- » Competitors will lose 25 points if CSS does not pass the W3C validator
- » Competitors will lose 10 points if they do not have a resume
- » Competitors will lose 5 points if they are not dressed in the appropriate SkillsUSA clothing.
- » ill lose 5 points if they are not dressed in the appropriate SkillsUSA clothing.