

Website Design

- LEVEL:** Grades 11-12
- TYPE OF CONTEST:** Individual/Team
- COMPOSITION OF TEAMS:** 1-2 students per team
- NUMBER OF TEAMS:** 3 teams per Center
- SPONSOR:** Michael J. Villareal
Web Master/Maintainer
San Jose State University MESA Center
- Evelyn Torres-Rangel
Advisor, CSULA MESA Center
- OVERVIEW:** Students will design and create a website. Judges will view and judge the website one week in advance of the MESA Day Competition. Students will also give an oral presentation on MESA Day.
- MATERIALS:** The following materials will be provided by the Host Center:
- Internet ready computer at the competition
 - LCD Projector to display the website
 - CD-R for storing web pages
- RULES:** Any violation of these rules will result in disqualification.
1. In advance of the competition date, students will design and create a website.
 2. Website topics will be provided by the workbook sponsor by August 1st.
 3. Students must be the sole designer of their website.
 4. Proper labeling:

- The CD-R itself must be properly labeled with the students' names, grade levels, school and MESA Center. Failure to do so will result in a 10 point deduction.
 - The first page (homepage) of the website must include a "Contact Us" link to a "Contact Us" informational web page which displays the students' names, grade levels, school and MESA Center.
5. The website must have a minimum of 4 web pages linked together, including the "Contact Us" informational web page mentioned in rule #4 above.
 6. Maximum limit for the entire website is 10 web pages and 10 MB.
 7. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals. The documentation/approval must be posted directly below the paragraph, text, trademark or name. Students are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
 8. One week prior to MESA Day, students will submit a CD-R, clearly labeled with the team members' names, the school and the MESA Center, to the contest destination.
 9. One week prior to MESA Day, judges will judge the websites using the Website Design Prejudged Score Sheet (attached).
 10. No changes can be made to the websites after the official submission date.
 11. On the day of the competition, students will present their websites to contest judges. The oral presentation will be judged using the Website Design Oral Presentation Score Sheet (attached).
 12. Students will draw numbers to determine their speaking order.
 13. The oral presentation is an explanation of the website. The website should be shown when explaining the site. The explanation should include, but not limited to:
 - Development of the topic
 - Development and design process
 - Use and implementation of media elements
 - Copyright issues with pictures, music, etc.
 14. Students failing to report on time for the oral presentation will result in 0 points awarded for the Oral Presentation.
 15. Three (3) minutes will be allowed for the Oral Presentation.
 16. Judges will provide time signals for students at these intervals: 1 minute, 30 seconds, and 5 seconds before time is called.
 17. When the presentation is finished, the judge will record the time used, noting a deduction of 15 points for any presentation over 3 minutes.

18. Following each presentation, the judges may conduct a 2-minute question-and-answer period during which students should be prepared to defend all aspects of their website presentation.
19. The performance is closed to observers. Only judges will be allowed in the room.

RECOMMENDATIONS AND GUIDELINES:

1. Specific Website elements may include any of the following:
 - A. Heading tags
 - B. Specific text formatting (bold text, centered, italicized, etc.)
 - C. Use of background color or background images
 - D. Audio clip inserts
 - E. Video clip inserts
 - F. Order lists, unordered lists and definition lists
 - G. Image/graphic inserts with specific attributes
 - H. Relative links
 - I. Target links
 - J. Absolute links
 - K. Email link
 - L. Tables
 - M. Use of Cascading Style Sheets

JUDGING:

1. Competitors will be judged on the following categories:
 - A. Prejudged Website (Maximum score is 100 points)
 - i. Page layout and design
 - ii. Content
 - iii. Technical aspects
 - iv. Specific website elements
2. Oral Presentation (Maximum score is 100 points)
 - i. Explanation of the website development and design process.
 - ii. Delivery of the presentation
3. Judges will rank students' place based on the total points. The team with the highest score places first.
4. In the event of a tie, the Website with the smaller total file size will be declared the winner.

AWARDS: Awards are given for 1st, 2nd, and 3rd place.

ATTACHMENTS:

Website Design Prejudged Score Sheet
Website Design Oral Presentation Score Sheet

Website Design

TOPICS Grades 11 & 12

“MyZinch.com”

Create a website that creates a personal portfolio similar to the portfolio created on the website www.zinch.com. The purpose of this portfolio is to proactively showcase yourself in vibrant detail so that college recruiters can seek you out.

Your website could include:

- Your personal information
- Your academic history (grades, standardized test scores)
- Your extra-curricular activities (clubs, sports, etc.)
- Your family
- Writing samples, photos of your artwork or activities
- Anything that will allow colleges to get to know you better. See www.zinch.com for sample items to put on your website.

WEBSITE DESIGN
Prejudged Score Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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PAGE LAYOUT AND DESIGN (25 points possible)

Font, colors, and graphics enhance aesthetic appeal	0	1-2	3-5	6-7	
Format is consistent and appropriate	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports theme	0	1-2	3-5	6-8	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; Java script)	0	1-2	3-4	5	

CONTENT (25 points possible)

Effectiveness of Site	0	1-3	4-7	8-10	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-5	6-10	11-15	

TECHNICAL (24 points possible)

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	
Copyright laws have been followed; permissions are cited on the website	0	1-3	4-7	8-10	

SPECIFIC ELEMENTS (26 points possible)

Evaluated Item	Max Points	
First page (homepage) includes a "Contact Us" link to a "Contact Us" page	2	
"Contact Us" page includes students' names, grade levels, school and center	2	
Inclusion of at least 3 images (ALL must include the "alt" attribute)	2	
Three absolute links to other relevant websites	2	
Relative links to each page	2	
Inclusion of 1 image as a hyperlink	2	
Inclusion of at least 1 horizontal rule (<hr>) with dimensions	2	
Use of at least two tables (at least 3x3 each) with at least 2 attributes	2	
CSS used to specify background color	2	
CSS used to format text	2	
Inclusion of at least one email link	2	
Inclusion of a logically ordered site map with relative links to all pages	2	
All images "optimized" to reduce download time	2	

PENALTY: Deduct 10 points if CD-R itself is not properly labeled

Deduction: _____

MESA DAY CONTEST RULES 2009– 2009

Master Set

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These rules are for the internal use of MESA staff and teachers only and should not be forwarded or used outside of MESA

FINAL SCORE : _____ **/100 max**

School _____ Center _____

Team Member(s) _____

Judge's Signature _____

Judge's Comments:

WEBSITE DESIGN
Oral Presentation Score Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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EXPLANATION OF WEBSITE DEVELOPMENT PROCESS (80 points possible)

Explanation of the development of the topic in the presentation; goals of the website clearly stated	0	1-3	4-7	8-10	
Explanation of the website design process	0	1-7	8-15	16-20	
Explanation of the use and the 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	

DELIVERY (20 points possible)

Organization of oral presentation; balance of speakers in the group	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 Score _____ **/100 max**

Time Penalty _____ [Deduct fifteen (15) points for presentation over 3 minutes] **Time:** _____

PREJUDGED WEBSITE _____ **/100 max**

Final Score _____ **/200 max**

School _____ Center _____

Team Member(s) _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)