

2010 MICHIGAN SkillsUSA CHAMPIONSHIPS
SKILL OR LEADERSHIP AREA: WEB DESIGN

Purpose

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of Web Design and Webmastering.

First, Refer to General Regulations, *Skills USA Championships Technical Standards*

Clothing Requirement

For men: White dress shirt or white polo shirt or school SkillsUSA Polo with black dress slacks, black socks and black leather shoes.

For women: White dress blouse or white polo shirt or school SkillsUSA Polo with black dress slacks or skirt, black socks or black or clear seamless hose and black leather shoes.

Equipment and Materials

Laptops will be provided by students. Additional items supplied by the state technical committee: supplies and equipment lists will be reviewed and updated periodically and posted on the SkillsUSA website.

Supplied by the Technical Committee:

- Sufficient work area for each contestant to complete the written exam.
- All other support or test equipment not specifically required for the contestant to
- Furnish.

Supplied by Contestant:

- Personal resume – 1 page
- Laptop computer with a CD drive, USB port or Ethernet connection, to allow for
- easy file transfers.
- Laptop computer must be preloaded with the web design and graphic software to be used by the student. Contestants must bring proof of software license (No software is required but none will be supplied by the technical committee).
- Power Strip
- Sketch paper (approximately 8.5" x 11")
- Drawing Pencils
- Colored Pencils or Markers
- Optional: A hub or switch with straight through cabling to create a peer to peer network between the teams 2 computers.

Scope of the Contest

The contest will consist of three parts: a team-based web site design and development practicum, an individual contestant written exam, and an assessment of professionalism.

The contest will focus on areas such as layout, story board and design, Web site accessibility issues as outlined in the current Web Content Accessibility Guidelines (more information at <http://www.w3.org/WAI/intro/>). There will be emphasis on creative aspects, CSS and coding and client side scripting.

Web Design and Development Practicum:

The purpose of practicum is to test each team's ability to work cooperatively to design and develop a web site based upon a set of requirements for a hypothetical or existing company or organization.

Written Examination:

The purpose of the written portion of the contest is to test each contestant's knowledge of web design, development and administration. Questions from the written evaluation will be taken from the following general topic areas:

- Web Programming (HTML, XHTML, CSS)
- Web Graphics
- Web Site Design (usability, accessibility)
- Web Site Management
- Project Management
- Web Multimedia
- Legal Issues

Professionalism:

The purpose of the Professional Assessment portion of the Web Design Contest is to assess each contestant's "soft skills" and skill sets desired by potential employers: the ability to communicate with others, working cooperatively in a team environment, resolving conflicts, confronting ethical dilemmas, and managing time in an effective manner.

Frequently Asked Questions for 2009

SkillsUSA FAQ's

Q. Will there be a need for Internet access? And if so, how will it be provided?

A. Internet access will not be provided during the contest. Contestants found logging into the Internet, texting or talking on cellphones during the contest will be disqualified.

Q. Do we need to make any web hosting arrangements or provide a web server?

A. No. Server-side functionality will not be provided or needed for this year's contest. Each team's web site will be evaluated as it displays and functions within a variety of browsers. Each team must deliver their entire web site project on CD or thumb drive for judging.

Q. Can we bring reference material for use during the contest?

A. No.

Q. What reference material will be provided during the contest?

A. None. This contest is to test your skills.

Q. Are students allowed to bring stock photos or will necessary photos be furnished?
A. No. All graphics and artwork be provided to the teams on thumb drives the day of the contest.

Q. Are we allowed to bring a printer?
A. No.

Q. We set a certain level of security on our file sharing – will you need access to our shares?
A. No.

Q. What are the requirements for the work resume format. Should it be traditional paper resume or designer's e-portfolio. Please, specify the formats.
A. SkillsUSA only specifies a one-page resume.

Q. Are contestants restricted to using only HTML, XHTML, CSS, or can Frontpage/Expression and Dreamweaver software be used?
A. Teams may use whatever tools they want, provided that they bring proof of software license.

Q. Are contestants required to supply their own web hosting / webserver?
A. No.

Q. Do we need to bring a web server with us to the conference?
A. No.

Q. Will SkillsUSA verify that there is no content already on each team's web host account?
A. SkillsUSA will verify this to the greatest extent possible.

Q. Do the students need to be working on a non-profit site before the contest, or will they have to start a site from scratch during the contest?
A. Each team must develop a web site "from scratch" during the contest. Any team found to be using previously developed content for the contest will be disqualified.

Q. Will participants be able to do any work in Illustrator or Photoshop?
A. Teams may use whatever authoring tools they want, provided that they bring proof of software license.

Q. We are confused about the use of a story board. What do we have to put on the story board?
A. In industry, story boards are typically used as "low tech" methods during initial web site design to capture ideas about site navigation, look and feel, page hierarchy, etc. for customer feedback, usability considerations, etc.

Q. Can laptops be used instead of desktop computers?
A. Considering work space limitations, laptops are preferable. Each team may have up to 2 computers in their station.

Q. Can we bring a test laptop (e.g.: a PowerBook or a Linux laptop.)?
A. Each team may have up to 2 computers in their station. Power strips are also required.

Q. What is the time allowed to produce the challenges? (Limitations on who can work when?)

A. The contest will be 4 to 5 hours, the exact schedule is TBD

Q. I know it is outlined in the PDF, but for clarification, are contestants required to bring their own computers?

A. That is correct, contestants are to bring their own computers, preferably laptops. A maximum of 2 computers per team will be allowed.

Revised 1/26/10

Web Design Scoring Rubric – SkillsUSA Michigan

Scoring for TEAM _____

| | Beginning | Developing | Accomplished | Score |
|---|---|--|---|-------|
| Graphics & Type (65 Points Total) | | | | |
| Overall Visual Appeal | Up to 5 points There are few or no graphic elements. No variation in layout or typography. OR Color is garish and/or typographic variations are overused and legibility suffers. Background interferes with the readability. | Up to 25 points Graphic elements sometimes, but not always, contribute to the understanding of concepts, ideas and relationships. There is some variation in type size, color, and layout. | Up to 40 points Appropriate and thematic graphic elements are used to make visual connections that contribute to the understanding of concepts, ideas and relationships. Differences in type size and/or color are used well and consistently. | |
| Mechanical Aspects | Up to 5 points There are more than 5 broken links, misplaced or missing images, badly sized tables, slow loading pages | Up to 15 point There are some broken links, misplaced or missing images, badly sized tables, acceptable load times for pages | Up to 25 points No mechanical problems noted. Pages load quickly. | |
| Overall Design & Layout (80 Points Totals) | | | | |
| Look & Feel | Up to 10 points The look and feel is not audience or site appropriate. Design is not clearly thought out in terms of color use, graphic use, type, and inconsistent from page to page. | Up to 25 points The look and feel is audience appropriate and but may not convey the sites intent. Design should be clearly thought out in terms of color use, graphic use, navigation design, and may show some inconsistency from page to page. | Up to 40 points Create an appropriate look and feel to the audience and site intent. Design should be clearly thought out in terms of color use, graphic use, navigation design, and consistency from page to page. | |
| Navigation | Up to 10 points Navigation is not always appropriate for the site. Navigation is not well architected, easy to use, and shows inconsistency throughout the site. | Up to 25 points Navigation for the site is appropriate. Navigation is well-architected, easy to use, but may have some inconsistency throughout the site. | Up to 40 points Design effective navigation for the site. Navigation should be well-architected, easy to use, and consistent throughout the site. | |
| Programming & Code (130 Points Total) | | | | |
| Compatibility | Up to 10 points Does not demonstrate the use of contemporary Web browsers by designing to appear and function correctly in only one browser. | Up to 20 points Demonstrate the use of contemporary Web browsers by designing to appear and function correctly for several of the more common Web browsers. | Up to 40 Points Demonstrate the use of contemporary Web browsers by designing a standards based (XHTML 1.0 Transitional and CSS2) | |
| Code Structure and Design | Up to 35 Points Effectively apply XHTML and some CSS to the site to control fonts, borders, and other presentational features. | Up to 65 Points Effectively apply CSS to the site to control fonts, borders, and other presentational features. Tables used only to hold tabular data. Includes code formatting and documentation notations. | Up to 90 Points Effectively apply XHTML and CSS to create a well crafted website. All pages meet W3C verification standards for XHTML and CSS | |

| | | | | |
|--|---|---|--|--|
| Process (15 Points Total) | | | | |
| Richness of Process | Up to 3 points Few steps, no separate roles assigned. | Up to 10 points Some separate tasks or roles assigned. More complex activities required. | Up to 15 points Different roles are assigned to help students understand different perspectives and/or share responsibility in accomplishing the task. Cooperative teamwork evident. | |
| Professionalism (20 Points Total) | | | | |
| Website | Up to 5 points Many spelling, punctuation, grammar errors. Purpose and appeal of website does not meet client's needs. | Up to 12 points Some spelling, punctuation, grammar. Website purpose questionable. | Up to 20 points Proper spelling, punctuation, grammar. Purpose and appeal of website meets client's needs. | |
| Written Exam (20 Points Total) | | | | |
| Sub Total Score (total available: 330 pts) | | | | |
| Total Score (total available: 1000 pts = total score x 3.03) | | | | |
| Resume Penalty (-50 points) | | | | |
| Clothing Penalty (-50 points) | | | | |
| Final Score | | | | |

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| Professionalism (30 Points Total) | | | | |
| Website | Up to 5 points Many spelling, punctuation, grammar errors. Purpose and appeal of website does not meet client's needs. | Up to 10 points Some spelling, punctuation, grammar. Website purpose questionable. | Up to 15 points Proper spelling, punctuation, grammar. Purpose and appeal of website meets client's needs. | |
| Team | Up to 3 points Resume not submitted. Dress code violation | Up to 10 points Resume submitted. Minimum dress code followed. | Up to 15 points Attractive resume submitted. Proper dress code. Professional appearance. | |
| Written Exam (20 Points Total) | | | | |
| SubTotal Score (total available: 330 pts) | | | | |
| Final Total Score (total available: 1000 pts = total score x 3.03) | | | | |