

2009

# Second Annual Web Design Contest

Hosted by



## College of Technology Anderson/Muncie

Offering programs in

Computer and Information Technology  
Electrical and Computer Engineering Technology  
Industrial Technology  
Mechanical Engineering Technology  
Organizational Leadership and supervision

Sponsored by



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8470 Allison Pointe Blvd., Suite 100  
Indianapolis, IN 46250

## GENERAL INFORMATION

### OBJECTIVE

The objective of this competition is to challenge high school students to apply what they have learned about website design and creation in serving their communities. Each team of 2-5 students is to design and create a website on any topic. In creating their entries, students will apply standards-based web design, adhere to copyright laws, and employ techniques to be accessible by the visually-impaired.

### DATE AND TIME

Friday, February 27, 2009  
9:15am to noon (depending on the number of entries)

### LOCATION

Purdue University College of Technology Anderson/Muncie  
2705 Enterprise Drive  
Anderson, IN 46013  
(I69 at exit 22)

### APPLICATION

Complete the attached entry form (last page) and return it by Monday, February 2, 2009 to the address on the form. (Make copies to use for additional team entries from your school)

### COST

There is no entry fee. Any costs associated with the design and construction of the website is the responsibility of each team.

### ENTRY CLASSES AND AWARDS

Teams may compete in any of the following entry classes:

- **Hand-coded Sites** – Websites created in a text editor or tag editor, such as Notepad, TextPad, HotDog Professional, Adobe HomeSite, etc.
- **Editor-created Sites** - Websites created with Dreamweaver, FrontPage or other editors
- **Flash/Shockwave Sites** - Websites built with Flash, Shockwave, or similar technologies

Trophies or plaques will be awarded to the first place teams in each entry class. The first place entries will also be served on the Internet by the Purdue College of Technology Anderson for six months following the contest.

## RULES

1. The contest is open to high school students working individually or in teams of 2-5. Students must do all the work of creating the web pages, but may accept advice and guidance from teachers or other adult sponsors.
2. Each entry can be entered in one of the following entry classes:
  - **Hand-coded Sites** – Websites created in a text editor or tag editor, such as Notepad, TextPad, HotDog Professional, Adobe HomeSite, etc.
  - **Editor-created Sites** - Websites created with Dreamweaver, FrontPage or other editors
  - **Flash/Shockwave Sites** - Websites built with Flash, Shockwave, or similar technologiesWeb pages may NOT be created from Word, PowerPoint, or other programs with web converters.
3. Each entry must be a website of four or more web pages. The website can be on any topic and employ any content that is appropriate to a general audience.
4. Entries must be turned in one week prior to the competition (February 20, 2009). The website may be compressed (zipped) into a single file and attached to an e-mail sent to [gbrandolph@purdue.edu](mailto:gbrandolph@purdue.edu) with the subject line "Web Contest." Or the website files can be copied to a CD and sent to Gary Randolph, Purdue University College of Technology Anderson/Muncie, 2705 Enterprise Drive, Anderson, IN 46013. Please indicate the contest entry class in the e-mail or on the CD. The entries as submitted will be placed online at [www.l69Exit22.com](http://www.l69Exit22.com). Each team should check its entry online early in the week of the contest to make sure all files were sent and that the website functions properly. There will be no penalty for resubmitting entries prior to the day of the contest.
5. Each entry must be accompanied by a website planning document (see #6 below) and a copyright permission list (see #7 below).
6. Entries must demonstrate a commitment to website planning and goal-oriented design. Teams must submit a word-processed objectives statement with a list of their objectives for their website.
7. Entries must adhere to copyright laws. Teams must submit a word-processed copyright permission list. All graphics and multimedia used in the website must be listed by file name with notations that (a) the team members own the rights to the graphic or file, (b) the file is free to use (with a URL reference to the source and a URL reference to proof that it is free to use, or (c) the team has obtained permission to use the file with the permission documentation included.
8. Web pages must employ standards-based web design with well-formed HTML and CSS. The following will be applied in judging regardless of whether the HTML was hand-coded or created with an editor:
  - a. Every HTML opening tag (i.e. <p>) must have a matching closing tag (i.e. </p>). Tags that have no closing tag should include a space and the closing slash at the end of the tag (i.e. <br />).
  - b. Opening and closing tags must match in case (upper or lower).
  - c. HTML should use no font tags. Cascading Style Sheets should be used for font styles, sizes, and colors.
  - d. Tables may be used, but should be formatted primarily with Cascading Style Sheets.
  - e. Frames should not be used.
  - f. Web pages may employ JavaScript. If the JavaScript is required for navigation, a non-JavaScript alternative navigation option (such as hyperlinks at the bottom) must be included.
  - g. Server-side programming, such as ASP, ASP.NET, or JSP, may not be used.
  - h. Web pages must employ techniques to be accessible by the visually-impaired. All images should be coded using ALT attributes. All text should be coded so that users can enlarge it in their browsers.
  - i. Web pages must be fully functional and maintain approximately the same appearance in Internet Explorer 7 and Firefox 2.

## JUDGING CRITERIA

Criteria	Scoring Weight	Factors
Website Content	25%	<ul style="list-style-type: none"><li>• Quality, relevance, and suitability of content</li><li>• Spelling and grammar</li></ul>
Website Design & Style	25%	<ul style="list-style-type: none"><li>• Overall visual appeal and style</li><li>• Consistent look-and-feel throughout website</li><li>• Readability (color, contrast, fonts, white space)</li></ul>
Coding	25%	<ul style="list-style-type: none"><li>• Development appropriate to entered class</li><li>• Standards-based web design</li><li>• Effective and successful navigation and links</li><li>• Accessibility for vision-impaired</li><li>• Cross-browser functionality and appearance</li><li>• Page load speed</li></ul>
Documentation	10%	<ul style="list-style-type: none"><li>• Website planning document</li><li>• Copyright permission list</li></ul>
Oral Presentation	15%	<ul style="list-style-type: none"><li>• Organization and information presented</li><li>• Audibility and vocal effectiveness</li><li>• Eye contact and energy</li></ul>

## ASSISTANCE

Teams may accept advice and guidance from teachers or other adult sponsors. Student teams may also contact the Purdue professors listed below with questions that come up in any phase of this project. It is also possible to arrange for one or more of them to visit your school to work directly with the students for a class period or two if needed. To arrange a visit to your school, contact David Riegler ([riegled@purdue.edu](mailto:riegled@purdue.edu), 765-648-2903, 765-285-5554) and he will coordinate the visit. We strongly encourage the teams to take full advantage of the assistance we are offering. Through this project we are hoping to build relationships between our programs and the participating students, teachers and schools that extend beyond this competition.

Prof. Dennis Owen, Computer & Information Technology, [dowen@purdue.edu](mailto:dowen@purdue.edu)

Prof. Gary Randolph, Computer & Information Technology, [gbrandolph@purdue.edu](mailto:gbrandolph@purdue.edu)

**Community Service Web Design Contest  
ENTRY FORM**

Team Name: \_\_\_\_\_ High School: \_\_\_\_\_

Team Members (limit 5 members per team):

	<u>Name</u>	<u>Grade</u>	<u>T-Shirt Size</u>
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____
4)	_____	_____	_____
5)	_____	_____	_____

No more than five students per team

Advisors:

Name \_\_\_\_\_ Subject Area \_\_\_\_\_ Shirt size \_\_\_\_\_ Email \_\_\_\_\_

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Since travel to and from the competition is involved, please include your Principal's signature indicating their approval for this field trip.

Principal's Signature

\_\_\_\_\_

Please complete and return by February 2, 2009 to:

Dave Riegle  
Purdue College of Technology  
2705 Enterprise Dr.  
Anderson, IN 46013

Please make copies as needed and complete for each team entered from your school.