



OVERVIEW

Participants are required to design, build, and launch a website that features the team's ability to incorporate the elements of website design, graphic layout, and proper coding techniques. The design brief for this event will be posted on the TSA website (www.tsaweb.org) under Competitions/Themes and Problems. Semifinalists (determined prior to the conference) participate in an on-site conference interview, with an emphasis on web design as it pertains to their solution, to demonstrate the knowledge and expertise gained during the development of the website.

ELIGIBILITY

- One (1) team of three to six (3-6) members per chapter may participate, one (1) entry per team.
- Up to six (6) members of a team participate in the semifinalist interview.

TIME LIMITS

1. All components of the chapter's entry, (including the website address (URL) for the entry, must be finished, submitted to webentry@tsaweb.org, and accessible via the Internet by 11:59 p.m. PDT on May 15th.
2. After 11:59 p.m. on May 15th changes should not be made to the website.
3. Should a team makes changes or updates to the website after submitting their URL/entry, those changes will not be considered by the judges.
4. Email verification of each team's entry will be made by June 10th.
5. Five (5) days prior to the national TSA conference, links from the national TSA website to all Website Design entries will become available.
6. Semifinalists participate in an on-site interview that lasts approximately five to ten (5-10) minutes.

LEAP

A team LEAP Response is required for this event and must be submitted with the event entry (see LEAP Program).

ATTIRE

TSA competition attire is required.

PROCEDURE

Preliminary Round

1. The URL must point to the main page of the team's entry. Participants obtain the event design brief from the national TSA website at (www.tsaweb.org) under Competitions/Themes and Problems.
2. Teams must be sure to work on the correct design brief—high school and middle school criteria are different.
3. All questions pertaining to Website Design should be emailed to the event coordinator or the event manager.
4. Participants design and submit a website that features the chapter's solution to the design brief.
5. A team LEAP Response must be submitted with the event entry (in PDF format). The response must be submitted as an attachment to the email containing the chapter's entry (URL).
6. Judges review and score the entries prior to the national TSA conference.



7. A semifinalist list of twelve (12) entries (determined prior to the conference) in random order is posted at the conference on the first full day of competition.

Semifinal Round

1. Semifinalist teams sign up for an interview time on the date and time noted in the conference program.
2. Up to six (6) members of the semifinalist team may report to the event area at the appropriate time for the interview.
3. Each semifinalist team will be interviewed by the judges for approximately five to ten (5-10) minutes.
4. The LEAP Response will be judged for semifinalist teams. will be judged on their LEAP Response.
5. Ten (10) finalists will be announced during the conference awards ceremony.

REGULATIONS

Pre-conference/Preliminary Round

- A. Participants must launch their entry on a web server that can be accessed via the Internet 24 hours a day, seven (7) days a week, 52 weeks per year.
- B. Each entry must consist of web pages that specifically display the chapter's solution to the design brief.
- C. The solution to the design brief is developed as a series of web pages with a minimum of three (3) pages and no maximum of pages linked under the main design brief solution web page.
 1. One (1) of the pages must list all sources of information used to create the website.
 2. All web pages must be completed during the current school year.
 3. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included/documented.
 4. Participants must submit a completed Student Copyright Checklist (in PDF format) as a link on their website reference page. (See Forms Appendix)
 5. Participants also must include a completed Plan of Work log (in PDF format) as a link on their website reference page. (See Forms Appendix)
- D. All entries must be compatible using the latest versions of Internet Explorer, Firefox, and Chrome.
- E. In addition to basic HTML code, the website may contain Java applets, HTML5, Shockwave, Flash, and other state-of-the-art web-based applications.

Semifinal Round

- A. Each team sends up to six (6) members to represent the chapter in the on-site interview.
- B. The LEAP Response:
 1. Teams document the leadership skills the team has developed and demonstrated while working on this event, and on a non-competitive event leadership experience.
 2. Find the specific LEAP Response regulations in the LEAP Program section of this guide, and on the [TSA website](#).

EVALUATION

Evaluation is based on:

1. Preliminary Round:
 - a. the team's entry, targeting overall design and originality



- b. the scope and sequence of the design brief solution
 - c. the website's compatibility with different browsers and screen resolutions
 - d. the appropriate use of new Internet and web-based applications
2. Semifinal Round:
- a. the quality of the interview
 - b. the content and quality of the LEAP Response

Refer to the official rating form for more information.

NOTES

The Website Design submission procedure noted in this guide applies to entries for the national TSA conference only, and not to TSA state conferences.

STEM INTEGRATION

This event has connections to the STEM areas of Science, Technology, Engineering, and Mathematics.

CAREERS RELATED TO THIS EVENT

This competition has connections to one or more of the career areas:

- Computer engineer
- Computer programmer
- Researcher
- Software designer
- Webmaster

WEBSITE DESIGN

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator, one (1)
- B. Judges:
 - 1. Preliminary round, two (2) or more for pre-conference judging
 - 2. Semifinal round, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and each judge
 - 2. Pre-conference evaluations: these should be brought to the conference by the event coordinator on a USB flash drive; only the scores of those who qualify as semifinalists are needed for conference on-site evaluation
 - 3. TSA Event Coordinator Report
 - 4. List of judges/assistants
 - 5. Results envelope with coordinator forms
- B. Evaluation of Website Design entries takes place before the conference; a semifinalist list will be posted on the first full day of the national TSA conference.
- C. The latest version of Internet Explorer, Firefox, and Chrome
- D. List of questions for on-site interviews
- E. Laptop computer with high speed Internet capability

RESPONSIBILITIES

- A. Pre-conference\ Preliminary Round:
 - 1. Complete the design brief in mid-August posting on the TSA website.
 - 2. Review entries as they are submitted to the designated online storage utility.
 - a. Entry submission is allowed only until 11:59 p.m. (PDT) on May 15th.
 - b. Send email verification to all entrants by June 15th.
 - 3. Manage communication and pre-conference evaluation. At least two (2) or more judges should be recruited earlier in the year.
 - 4. Collect completed rating forms electronically and bring them to the conference on a USB flash drive.
 - 5. At least five (5) days prior to the national TSA conference, make accessible the online storage utility link with Website Design entries.
- B. At the conference:
 - 1. Attend the mandatory coordinator's meeting at the designated time and location.
 - 2. Report to the CRC room and obtain the coordinator's packet; check the contents.
 - 3. Review the event guidelines and check to see that enough judges/assistants have been scheduled.
 - 4. Inspect the area or room in which the event is to be held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
 - 5. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.



C. Semifinal Round:

1. Review the time limits, procedures, and regulations with judges and clear up any questions or misunderstandings.
2. Distribute the guidelines for the interview to the judges.
3. Semifinalist teams report to the event area at the time and place noted in the conference program to sign up for an interview time.
4. Manage completion of the on-site interviews.
5. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either
 - to deduct twenty percent (20%) of the total possible points in this round or
 - to disqualify the entry
 - The event coordinator, judges and CRC manager must all initial either of these actions on the rating form.
6. Judges determine the ten (10) finalists and discuss and break any ties that affect the top three (3) placements. Determine the procedure for breaking ties before the on-site competition begins.
7. Submit the finalist results and all related forms in the results envelope to the CRC room.



Participant/Team ID# _____

WEBSITE DESIGN

2018 & 2019 OFFICIAL RATING FORM

MIDDLE SCHOOL

Go/No Go Specifications

Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box. If an item is missing, leave the box blank and place a check mark in the box labeled ENTRY NOT EVALUATED. This will disqualify the entry and it will not be judged.

- A working website URL
- Design brief solution with no copyright or plagiarism issues
- Completed LEAP Response is present
- ENTRY NOT EVALUATED

Criterion Performance Levels

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
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Evaluators: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an “adequate” score of 7 for an X1 criterion = 7 points; an “adequate” score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

Website Development (90 points)

Content (X1)	Several inaccuracies occur in the information provided by students; the website does not align with the design brief criteria; not enough content is included, or content is very incomplete.	Most information provided by students on the website is applicable to the design brief criteria.	All information provided by students on the website is applicable to the design brief criteria.
Layout (X1)	Web pages are cluttered looking or confusing; it is often difficult to locate important elements.	Web pages have an attractive and usable layout; it is easy to locate most important elements.	Web pages have an exceptionally attractive and usable layout; It is easy to locate all important elements; white space, graphics, and/or alignment are used effectively to organize material.
Graphics (X1)	Graphics seem randomly chosen and are of low quality, and/or they distract the reader; many images are broken.	Graphics are related to the theme/ purpose of the site, are of good quality, and enhance reader interest or understanding; there are few or no broken images.	Graphics are related to the theme/ purpose of the site; they are thoughtfully cropped, exhibit high quality, and they enhance reader interest or understanding; there are no broken images.
Navigation (X1)	Some links are missing and/ or do not navigate to the pages described; a user typically feels lost.	Links for navigation are adequately labeled; they allow for easy movement from one page to related pages (forward and back); a user rarely becomes lost.	Links for navigation are clearly labeled, consistently placed, and allow for easy navigation from one page to related pages (forward and back); a user does not become lost.
Color scheme (X1)	Colors, fonts, and unvisited and visited links make the content hard to read or otherwise distracting.	Colors, fonts, and unvisited and visited links do not detract from the content and are consistent across pages.	Colors, fonts, and unvisited and visited links form a pleasing palette, complement the content, and are consistent across pages.
Interest (X1)	Participants have provided only the minimum amount of information and have not transformed the information to make it more interesting to the people for whom it is intended.	Participants have tried to make the content of the website interesting to the people for whom it is intended.	Participants have made an exceptional attempt to ensure that the content of the website is interesting to the people for whom it is intended.

Record scores in the column spaces below.



Website Development continued (90 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Spelling and grammar (X1)	There are many spelling and/or grammatical errors in the site.	There are a few spelling and/or grammatical errors in the site.	There are either no, or very minor, spelling or grammatical errors in the site.
Solution to design brief (X2)	Website is missing three or more criteria and/or constraints of the design brief.	Website includes most criteria and/or constraints of the design brief.	Website includes all components of the design brief.
WEBSITE DEVELOPMENT SUBTOTAL (90 points)			
Rules violations (a deduction of 20% of the total possible points) must be initiated by the evaluator, coordinator and manager of the event. Record the deduction in the space to the right.			
Indicate the rule violated: _____			
PRELIMINARY SUBTOTAL (90 points)			
Semifinal Interview (75 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Organization (X1)	Participants seem unorganized and unprepared for the interview; illogical explanation of the website is presented.	Participants are generally prepared for the interview; explanation of the website is communicated and generally organized.	The interview is logical, well organized, and easy to follow; the website explanation is communicated in an organized and concise manner.
Knowledge (X2)	Participants seem to have little understanding of the concepts in their project; answers to questions may be vague.	Participants exhibit an understanding of the concepts in their project.	Participants show clear evidence of a thorough understanding of the project.
Articulation (X1)	The interview is full of illogical thoughts that lack clarity, and/or there is insufficient information provided describing the project.	The interview is somewhat logical, easy to follow, and/or there is sufficient information provided describing the project.	The interview is clear, concise, and there is ample information provided describing the project.
Team participation (X1)	The majority of the delivery is made by one member of the team; the partner(s) may be disengaged from the interview.	Team members generally are engaged in the process, though one member may take on more responsibility than the other(s).	All team members are actively involved in the interview and responses to questions; there is shared responsibility among team members.
Delivery (X1)	The team is verbose and/or uncertain in its interview; participants' posture, gestures, and lack of eye contact diminish the interview.	The team is somewhat well-spoken and clear in its interview; participants' posture, gestures, and eye contact are acceptable in the interview.	The team is well-spoken and distinct in its interview; the participants' posture, gestures, and eye contact result in a polished, natural, and effective interview.
LEAP (10% of the total event points)	The team's efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The team's efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The team's efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.
SEMIFINAL INTERVIEW SUBTOTAL (75 points)			
Rules violations (a deduction of 20% of the total possible points for the semifinalist section) must be initiated by the evaluator, coordinator and manager of the event. Record the deduction in the space to the right.			
Indicate the rule violated: _____			
SEMIFINAL SUBTOTAL (75 points)			



(To arrive at the TOTAL score, add the PRELIMINARY SUBTOTAL and the SEMIFINAL SUBTOTAL.)	TOTAL (165 points)
Comments:	
I certify these results to be true and accurate to the best of my knowledge.	
<u>Evaluator</u> Printed name: _____	Signature: _____