



# Web Site Creation

Location: COS, Visalia

## **Chairmen:**

Steve Woods

Instructional Technology Specialist

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Tulare County Office of Education

**CHECK IN:** 8:30 am **CONTEST BEGINS:** 9:00 am

## **ELIGIBILITY:**

Participation in this competition is limited to TEAMS OF 2 students.

## **SCOPE OF CONTEST:**

Students will cooperatively create a new website for the College & Career Expo. Basic elements of this competition include background, colors, font, animation, etc. Students must complete the copyrighted material permission form for entry submission, if appropriate.

Students will also present their website to a panel of judges explaining the software used in the web site creation, as well as the methods used.

## **EQUIPMENT AND MATERIALS:**

To be supplied by chairperson:

1. One tripod easel
2. One overhead projector and screen
3. One projection unit and laptop
4. One podium, one table and two chairs
5. One table and chairs sufficient for judges
6. Internet access & browsers (Chrome, Firefox, others)
7. Logo available for download at [www.tkexpo.org](http://www.tkexpo.org)

To be supplied by contestant:

1. A website created by team of 2 persons
2. The ability to work independently on the computer, or manually

## **JUDGING CRITERIA:**

Finished site should:

- Show clear design elements that send a message depicting a sense of the TK College & Career Expo event.
- Show a high level of technical quality/execution and graphics, whether mechanically- or computer-generated. The production must be consistent with message or purpose.

Contestants will be judged on the overall appearance of the project, including:

- |  |           |
|--|-----------|
| • Originality                                  | 20        |
| • Visual Impact                                | 20        |
| • Completeness                                 | 20        |
| • Unity of elements                            | 20        |
| • <u>Technical quality of finished product</u> | <u>20</u> |
| Total Possible:                                | 100       |

## **TIME:**

Roll will be taken at 9 a.m.

## **TIE BREAKER:**

Ties will be broken by presentation score.



## Website Information and Description

<b>Website Name:</b>	TK College & Career Expo
<b>Current website:</b>	www.tkexpo.org
<b>Color Scheme:</b>	Turquoise/Tiffany Blue, red, white and grey
<b>Contact Information:</b>	Lori Morton 559-733-6101
<b>Description of Need:</b>	<p>The <b>College and Career EXPO</b> provides students the opportunity to compete in college and career oriented competitions, spend some time on a college campus, and be recognized for achievements in their chosen field of study. College and Career Expo builds upon the momentum that students and schools are creating in college and career awareness, exploration and preparation. The event is open to all students in academies or pathways and is also a unique opportunity to encourage the business community to support local schools and encourage students to consider their futures.</p> <p>We need a new website that is innovative and fun for everyone to use for this event.</p>
<b>Target Audience:</b>	Students, parents, teachers, business people, college faculty

### LOGOS



Tulare County  
Office of Education

*Jim Vidak, County Superintendent of Schools*





### Career Tech Expo Rubric – Web Site Creation

Category/Score	20-16	15-11	10-6	5-1
<b>ORIGINALITY</b>  Score: ____/20	Website feels and looks one-of-a-kind in that it has an original concept and layout. Website has a cutting edge feel to its design while maintaining accessibility to the user.	Website has a templated feel about it, but maintains some design elements that make it feel unique. Site maintains accessibility to the user, and could feel unique to many users.	Website has a templated or “cookie cutter” look and feel to it. The website might not stand out to a user when determining uniqueness of the product.	The website feels very templated, and definitely would not stand out as a unique locale to the user.
<b>VISUAL IMPACT</b>	<b>10-8</b>	<b>7-5</b>	<b>4-3</b>	<b>2-1</b>
Color Scheme  Score: ____/10	The color scheme is consistent across the website, and pleasing to the eye. Colors are complementary and text is easy to read against the background chosen.	The color scheme is consistent across the website, but not necessarily pleasing to the eye. Colors are complementary, and text is fairly easy to read against the background chosen.	The color scheme is inconsistent across the website, or is not pleasing to the eye. Colors may not be complementary, and text is somewhat difficult to read in places.	The color scheme is not pleasing to the eye. Colors are inconsistently used, and not complementary, making it very difficult to read the text in places.
Graphics  Score: ____/10	Graphics are related to the business, are thoughtfully cropped when needed, and are of high quality and enhance reader interest or understanding. Color scheme is consistent with business colors and logo.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. Color scheme is somewhat consistent with business colors and/or logo.	Graphics are related to the theme/purpose of the site, and are of good quality. Color scheme does not follow business colors and/or logo.	Graphics seem randomly chosen, are of low quality, or could easily distract the reader. Color scheme does not incorporate business colors and/or does not incorporate business logo.
<b>COMPLETENESS</b>	<b>10-8</b>	<b>7-5</b>	<b>4-3</b>	<b>2-1</b>
Purpose/Theme  Score: ____/10	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat vague.	The site seems to lack a purpose and theme.



<p>Content</p> <p>Score: ____/10</p>	<p>All information provided by the team on the website is accurate, and all necessary contact and business information has been provided.</p>	<p>Almost all of the information provided by the team on the website is accurate, and almost all necessary contact and business information has been provided.</p>	<p>Some information is inaccurate, and much business information is lacking.</p>	<p>There are several inaccuracies in the content provided by the students, and most business information is not included.</p>
<b>UNITY OF ELEMENTS</b>	<b>10-8</b>	<b>7-5</b>	<b>4-3</b>	<b>2-1</b>
<p>Layout</p> <p>Score: ____/10</p>	<p>The website has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize materials.</p>	<p>The web pages have an attractive and usable layout. It is easy to locate all important elements.</p>	<p>The web pages have a usable layout, but may appear busy or non-interesting. It is easy to locate most of the important elements.</p>	<p>The web pages are cluttered looking or confusing. It is often difficult to locate important elements.</p>
<p>Navigation</p> <p>Score: ____/10</p>	<p>Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where he/she expects to go.</p>	<p>Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where he/she expects to go.</p>	<p>Links for navigation take the reader where he/she expects to go, but some needed links are missing. A typical user may sometimes get lost.</p>	<p>Some links do not take the reader where described, or are lacking. A typical user could easily get lost.</p>
<b>TECHNICAL QUALITY</b>	<b>20-16</b>	<b>15-11</b>	<b>10-6</b>	<b>5-1</b>
<p>Score: ____/20</p>	<p>This is a superior website, exhibiting a great deal of thought behind its construction. Navigational flow is seamless, website is pleasing to the eye and exciting to look at. Users will definitely want to spend a great deal of time on this website, and may likely consider a purchase.</p>	<p>This is a great website, exhibiting some thought behind its construction. Navigation is very good, the website is fairly pleasing to the eye, and the site is desirable to look at. Layout is consistent throughout.</p>	<p>This is a good website with somewhat easy to follow navigation. Site could use some changes to its color scheme, image and/or font choices. Layout is somewhat consistent.</p>	<p>This site requires a great deal of reworking in order to be navigable. Site may require major adjustment to color choices, font choices, or images. Layout is inconsistent throughout.</p>
<b>Team Name:</b>				<b>Total Score: ____/100</b>
<b>Team Members:</b>				
<b>Comments:</b>				
<b>Judge Name</b>				<b>Signature</b>

