



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 development

ELIGIBILITY (Team of 2)

Open to a team of two active SkillsUSA members enrolled in programs utilizing Web design or Web development as an occupational objective.

CLOTHING REQUIREMENT

Men: Black dress slacks; white dress shirt; plain black tie with no pattern or a SkillsUSA black tie. Black socks and black shoes.

Women: Black dress slacks or skirt, with businesslike white, collarless blouse or white blouse with small, plain collar that may not extend onto the lapels of the blazer; black sheer or skin-tone hose and black low heel shoes, that are not backless or open toe.

Note: Contestants must wear their contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, and safety assurance form

EQUIPMENT AND MATERIALS

1. Supplied by NY Chair/committee:
 - a. Workstation with table space for two computers, with two chairs, 110-volt electrical outlet
2. Supplied by the contestant team:
 - a. All competitors must create a one-page résumé using a word processor. Resume to be handed in at orientation meeting. Failure to do so will result in a 10-point penalty.
 - b. Two multiple outlet surge protectors
 - c. Sketch pad for storyboarding
 - d. Computers with CD-RW drive or USB port, and an Ethernet connection
 - e. Hub and patch cables for

- f. interconnecting team computers
- f. Related Web authoring and graphics software accompanied by proof of license
- g. Design and development tools necessary to build a complete Web site
- h. 25 ft extension cord

Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the NYS SkillsUSA Web site:

<http://www.nysskillsusa.org/>

SCOPE OF THE CONTEST

The contest is defined by industry standards and set by the current industry NYS chair and contest committee.

Knowledge Performance

The contest consists of a written knowledge exam assessing the team's general knowledge of definitions, software, processes and procedures relevant to Web design in such areas as: graphics, design, layout, programming, code and process. A

This team event includes topics such as: programming (HTML, XHTML, JavaScript, accessibility), design and UX (usability, aesthetics, accessibility), planning and process (wireframes, sitemaps, task analysis, understanding the user), and professionalism (client interaction, teamwork, interview).

Skill Performance

The contest includes a Web design project and a written document providing an overview explaining how the Web content supports a designated theme to assess Web design and development skills.

Contest Guidelines

Web Design Project

1. The project requires a team of two: a Web

designer and Web developer/webmaster. The team of two is to demonstrate how a developed project with an educational theme has been completed through the application of graphics, multimedia, design and layout.

2. Attention will be paid to the quality of code and the quality of the Web site development process.
3. The NY chair/ committee will provide a template, which describes the site development process.
4. All entries to the contest must be created by the teams during the contest.
5. Teams will be issued a work order on Tuesday during the orientation meeting. Each team's Web site will be constructed at the contest site for evaluation and continual work on the day of the contest.
6. Specific schedule outlining equipment setup, storyboarding and specific judging criteria will be distributed during the orientation meeting on Tuesday.
7. All copyright laws are to be followed.
8. Violations will result in disqualification.
9. No hard or soft copy reference material such as HTML, CSS or JavaScript documentation will be permitted for use during the contest. Some written reference materials will be available on site.

Explanation Document

1. Teams shall provide an overview document that shows how developed Web content supports the educational theme. Criteria include:
 - a. Theme and content must be educational in nature
 - b. Content must support the theme
 - c. Quality of the site organization and navigation
 - d. Acceptable use of language and conventions: paragraph structure, grammar, spelling, punctuation, etc.
 - e. Any multimedia elements used should contribute to the site content
 - f. The site can be viewed in more than one browser on both Mac and Windows platforms
 - g. Links are valid and all multimedia components load properly and within a reasonable period of time

Standards and Competencies

WEB 1.0 — Utilize appropriate and thematic graphic elements that contribute to the understanding of concepts, ideas and relationships of the Web design to related standards of Certified Web Designer Associate-apprentice

- 1.1 Demonstrate a consistent and appropriate variation in the use of type sizes
- 1.2 Demonstrate an appropriate use of colors
- 1.3 Incorporate objects and background images
- 1.4 Use color, graphics, navigation design and consistency from page to page
- 1.5 Identify the critical elements of Web design
- 1.6 Explain the use of copyright, intellectual property and trademark laws as related to Web design

WEB 2.0 — Illustrate the use of various multimedia tools in the Web design and layout, which are clearly thought out, appropriately used and error-free to contribute to the best explanation of concepts, ideas and relationships to related standards of CWDSA-apprentice

- 2.1 Use animated GIFs as a part of the final product
- 2.2 Choose appropriate tools for supporting the development of the concepts, ideas and relationships
- 2.3 Optimize the usage of graphic files and file management
- 2.4 Incorporate electronic images, photo files and scanned images into the final product
- 2.5 Incorporate a good blend of audio and video files
- 2.6 Use hyperlinks and anchors
- 2.7 Create a corporate identity and design

WEB 3.0 — Design a Web site navigation that is well architected, easy to use, and consistent throughout the site with considerations made to programming and compatibility to related standards of CWDSA-apprentice

- 3.1 Demonstrate the use of contemporary Web browsers
- 3.2 Design a standards-based site that supports many common Web browsers
- 3.3 Ensure the capability of code structure and design

3.4 Apply HTML, CSS and JavaScript to
create a well-crafted Web site

3.5 Format and document the code

**WEB 4.0 — Create a process with incorporated
strategies and organizational tools that help persons
access the site at different levels to related standards
of CWDSA-apprentice**

4.1 Design activities with a scaffolding of
information from basic knowledge to
higher-level thinking

4.2 Contribute to the richness of the process

4.2.1 Help others experience different perspectives

4.2.2 Share responsibilities in
accomplishing a task