NYS SkillsUSA Web Design Contest

Scope of the Contest
To assist in preparing along with evaluating each contestant for real world employment, while recognize outstanding students for excellence and professionalism in the field of web design.

Knowledge Performance
The contest will include a Resume, Video, and Oral Presentation. See SkillsUSA Virtual Technical Standards for competencies measured.

Please note the modifications for Standards and Competencies:
- 2.1 – no animated gifs should be used
- 2.5 – no audio files should be used; video files can be embedded
- 2.6 – anchors are not required
- 2.7 – as the corporate identity already exists, there is no need to create one

Contest Description
This contest will create a marketing microsite promoting a business, industry, partnership or non-profit.

PDF Resume, Written Submission and Video
- By April 1st links will be provided for sending all components of your contest.
- Single video recording of the entire build process by both team members (info on how to create a zoom call with multiple screens: https://support.zoom.us/hc/en-us/articles/11500424286-Sharing-multiple-screens-simultaneously)
- Live presentation of the microsite to the judge(s); expected to talk about the design and coding process, any frameworks used, etc.

Scoring Information
The following pre-submission items will be judged by industry professionals prior to virtual in-person Zoom session
1. Resume
2. Written overview of the process used to create the final project.
3. Skill demonstration video of creating project per guidelines

Zoom Interview/Role Play
You will receive a specified date/time to participate in a virtual interview via Zoom with industry professionals. You should be dressed in your SkillsUSA attire for this session.

*During your Zoom Session, you will be expected to talk about the design and coding process, any frameworks used, etc.*
**NYS Web Design and Development (Virtual)**

**Purpose**
To evaluate each contestants preparation for employment and to recognize outstanding students for excellence and professionalism in the field of web design and development.

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

**Clothing Requirements**
Contest Clothing Notes (Apply ONLY to Virtual Competitions):
- Official NYS SkillsUSA Competition Clothing
- Clothing must meet industry safety standards.
- No identification of the contestant, school or state is allowed on clothing.
- No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.
- Skirts must be at least knee-length.
- Proper Personal Protective Equipment (PPE) must be worn by contestant to meet all state, local and school requirements due to COVID-19.
- Scoring deductions may only be given and/or disqualification of contestant if clothing safety standards are not met.

*Supplied by the contestant team:*
1. Computer with high-speed internet capability and camera to use applications such as Zoom, Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link: [https://www.speedtest.net/](https://www.speedtest.net/). Allow the page to load and click on GO.
2. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera requirements will be located on the NYS SkillsUSA website.
3. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite ‘hands and eyes’ for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in accurate scoring of the contestants work or presentation. However, the Proctor shall not serve as a judge nor have any influence on contestant scores.
4. The contestants instructor or advisor shall be on site to observe all competition.

**Equipment and Materials**
activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification.

5. All competitors must create a one-page résumé and submit an electronic copy to the technical committee chair at least seven (7) days in advance of the competition. Failure to do so will result in a 10-point penalty. Instructions for submission of the electronic résumé copy will be provided by April 1, 2021.

6. Two multiple outlet surge protectors.
7. Sketch pad for storyboarding.
8. Computers with CD-RW drive or USB port and an Ethernet connection.
9. Hub and patch cables for interconnecting team computers.
10. Related web authoring and graphics software accompanied by proof of license.
11. Design and development tools necessary to build a complete website.

**Scope of the Contest**
The contest is defined by industry standards and set by the current industry technical committee.

**Knowledge Performance**
This team event includes topics such as: programming (HTML, XHTML, JavaScript, client-side scripting), web graphics, website design (usability), website management, project management and Web multimedia. Legal issues surrounding the field of web design will also be considered a part of this contest.

**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 website development process.
3. The national technical 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 website will be constructed at the contest site for evaluation and continual work on the day of the contest.
6. Specific schedules 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.

**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
standards and competencies

Note for Virtual Competitions: Contestants may not be required to perform all the standards and competencies listed in this section. However, contestants should be prepared to perform components in all areas. Prior to the competition, the technical committee may determine which standards and competencies contestants will perform for the virtual contests. The technical committee will determine if additional information is needed for contestants prior to the competition. These changes will be posted on the NYS SkillsUSA Championships contest update website at: https://www.nysskillsusa.org.

WEB 1.0 — Use 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.

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 website 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 website.
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.