



MESA DAY CONTEST RULES 2007 - 2008

Website Design

LEVEL:	Grades 11 and 12
TYPE OF CONTEST:	Individual/Team
COMPOSITION OF TEAMS:	1 – 2 students per team
NUMBER OF TEAMS	3 Teams per Center
SPONSOR:	Evelyn Torres-Rangel Advisor, CSULA Center

OVERVIEW: Students will design and create a website. Judges will view and judge the website one week in advance of the MESA Day competition. Students will also give an oral presentation on MESA Day.

MATERIALS: The following will be provided by the Host Center:

- Internet ready computer at the competition.
- LCD Projector to display the website.
- CD-R for storing webpages.

RULES: Any violation of these rules will result in disqualification.

- 1) Labeling on CD-R: Project must be clearly labeled with Name(s), School and Center or it will be disqualified.
- 2) In advance of the competition date, students will design and create a website.
- 3) Website topics will be provided by the workbook sponsor by August 1st.
- 4) Students must be the sole designer of their website.
- 5) The website must have a minimum of 3 web pages linked together. Maximum limit is 10 web pages and 2 MB.
- 6) At the top of the first page (homepage) of the website, the students' names, school and center must be included.
- 7) Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals. The documentation/approval must be posted directly below the photograph, text, trademark or name. Students are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- 8) One week prior to MESA Day, students will submit a CD-R, clearly labeled with the team members' names, the school and the MESA Center, to the contest destination.

- 9) One week prior to MESA Day, judges will judge the websites using the Website Design Prejudged Score Sheet (attached).
- 10) No changes can be made to the websites after the official submission date.
- 11) On the day of the competition, students will present their websites to contest judges. The oral presentation will be judged using the Website Design Oral Presentation Score Sheet (attached).
- 12) Students will draw numbers to determine their speaking order.
- 13) The oral presentation is an explanation of the website. The website should be shown when explaining the site. The explanation should include, but not limited to:
 - development of the topic
 - development and design process
 - use and implementation of media elements
 - copyright issues with pictures, music, etc.
- 14) Students failing to report on time for the oral presentation will result in zero (0) points awarded for the Oral Presentation.
- 15) Three (3) minutes will be allowed for the oral presentation.
- 16) Judges will provide time signals for students at these intervals: 1 minute, 30 seconds, and 5 seconds before time is called.
- 17) When the presentation is finished, the judge will record the time used, noting a deduction of fifteen (15) points for any presentation over 3 minutes.
- 18) Following each presentation, the judges may conduct a two-minute (2) question-and-answer period during which students should be prepared to defend all aspects of their website presentation.
- 19) The performance is closed to observers. Only judges will be allowed in the room.

RECOMMENDATIONS AND GUIDELINES

- 1) Specific web site elements may include any of the following:
 - A. Heading tags.
 - B. Specific text formatting (bold text, centered, italicized, etc.)
 - C. Use of background color or background images.
 - D. Audio clip inserts.
 - E. Video clip inserts.
 - F. Ordered lists, unordered lists and definition lists.
 - G. Image /graphic inserts with specific attributes.
 - H. Relative links.
 - I. Target links.
 - J. Absolute links.
 - K. Email link.
 - L. Tables.
 - M. Use of Cascading Style Sheets.

JUDGING:

- 1) Competitors will be judged on the following categories:
 - A. Prejudged Website (Maximum score is 100 points.)
 - i) Page layout and design.
 - ii) Content

- iii) Technical aspects
- iv) Specific website elements
- 2) Oral Presentation (Maximum score is 50 points.)
 - i) Explanation of the website development and design process.
 - ii) Delivery of the presentation.
- 3) Judges will rank students' place based on the total points. The team with the highest score places first.
- 4) In the event of a tie, the website with the smaller total file size will be declared the winner.

AWARDS: Awards are given for 1st, 2nd, 3rd place.

ATTACHMENTS: Website Design Prejudged Score Sheet and Website Design Oral Presentation Score Sheet.

**WEBSITE DESIGN
Prejudged Score Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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PAGE LAYOUT AND DESIGN

Font, colors, and graphics enhance aesthetic appeal	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports theme	0	1-3	4-7	8-10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; Java script)	0	1-2	3-4	5	

CONTENT

Effectiveness of Site	0	1-5	6-10	11-15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-5	6-10	11-15	

TECHNICAL

Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is compatible with multiple browsers	0	1-2	3-4	5	
Copyright laws have been followed; permissions are cited on the website	0	1-3	4-7	8-10	

SPECIFIC ELEMENTS

Evaluated Item	Max Points	
Inclusion of at least 3 images (ALL must include the "alt" attribute)	2	
Three absolute links to other relevant websites	2	
Relative links to each page	2	
Inclusion of 1 image as a hyperlink	2	
Inclusion of at least 1 horizontal rule (<hr>) with dimensions	2	
Use of at least two tables (at least 3x3 each) with at least 2 attributes	2	
CSS used to specify background color	2	
CSS used to format text	2	
Inclusion of at least one email link	2	
Inclusion of a logically ordered site map with relative links to all pages	2	
All images "optimized" to reduce download time	2	

FINAL SCORE : _____ **100 max**

School _____ Center _____

Team Member(s) _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

WEBSITE DESIGN
Oral Presentation Score Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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EXPLANATION OF WEBSITE DEVELOPMENT PROCESS

Explanation of the development of the topic in the presentation; goals of the website clearly stated	0	1-3	4-7	8-10	
Explanation of the website design process	0	1-7	8-15	16-20	
Explanation of the use and the implementation of innovative technology	0	1-7	8-15	16-20	
Explanation of the use and development of media elements (graphics, video, audio, etc.)	0	1-7	8-15	16-20	
Explanation of the proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	

DELIVERY

Organization of oral presentation; balance of speakers in the group	0	1-3	4-7	8-10	
Oral presentation delivery, including voice and self-confidence	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	0	1-2	3-4	5	

Total Score _____ **/100 max**

Time Penalty [Deduct fifteen (15) points for presentation over 3 minutes] **Time:** _____

PREJUDGED WEBSITE _____ **/100 max**

Final Score _____ **/200 max**

School _____ Center _____

Team Member(s) _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)



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Website Design Topics

TOPICS
Grades 11 & 12

“MyMESA.com”

Create a website that describes your involvement with the MESA program.

Your website could include:

- Your personal projects that you have done through MESA.
- The MESA chapter at your school.
- Your MESA center.
- Your college goals.
- Your career goals.