

OVERVIEW

Applying leadership and 21st century skills, 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](#) under *Themes & Problems*. Semifinalists participate in an interview, with an emphasis on web design as it pertains to their solution, to demonstrate the knowledge and expertise gained during the design process.

ELIGIBILITY

One (1) team of at least three (3) and a maximum of six (6) individuals per chapter may participate.

TIME LIMITS

PRE-CONFERENCE/PRELIMINARY ROUND

- A. All components of the chapter's entry, including the website address (URL) for the entry, must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

SEMIFINAL ROUND

- A. Up to ten (10) minutes is allowed for the interview.

ATTIRE

TSA competition attire is required.

PROCEDURE

PRE-CONFERENCE

- A. Participants access the middle school event design brief from the [TSA website](#) under *Themes & Problems*.
- B. Participants design a website while observing the theme and design requirements.

- C. The website address URL (which includes the documentation) must be submitted by 11:59 p.m. ET on a designated date in mid-May.
- D. Submission information will be provided on the [TSA website](#) under *Competition Updates*.

PRELIMINARY ROUND

- A. A list of twelve (12) semifinalist teams (in random order) is posted on the first full day of conference.

SEMIFINAL ROUND

- A. Participants report at the time and place stated in the conference program to sign-up for an interview.
- B. Participants report at the assigned time and place for the interview.
- C. Judges score the interviews.
- D. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRE-CONFERENCE/PRELIMINARY ROUND

- A. Participants must launch their entry on a web server that can be accessed via the Internet twenty-four (24) hours a day, seven (7) days a week, fifty-two (52) weeks per year.
- B. Each entry must consist of web pages that specifically display the chapter's solution to the middle school design brief.
- C. The URL must point to the main page of the team's entry. Entries that require a request for access be granted will not be judged.
- D. All web pages must be completed during the current school year.

- E. 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. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included/documented on one (1) of the pages.
 3. Participants must submit a completed Student Copyright Checklist (in PDF format) as a link on their website reference page. (See Forms Appendix); one (1) page
 4. Participants also must include a completed Work Log (in PDF format) as a link on their website reference page. (See Forms Appendix); pages as needed
- F. All entries must be compatible using the latest versions of Microsoft Edge, Firefox, Chrome, etc. on a desktop/laptop computer.
- G. In addition to basic HTML code, the website may contain Java applets, HTML5, Shockwave, and other state-of-the-art web-based applications.
- H. Framework systems, such as Drupal, Joomla, WordPress, Bootstrap, or other current technologies may be used. If a framework system is used, a statement affirming the framework was built by the team must be posted on an "About" section or page.
- I. The website must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on a designated date in mid-May.
- J. Changes made after submission will result in disqualification from the event.

SEMIFINAL ROUND

- A. Up to six (6) team representatives must be prepared to discuss at a minimum:
1. Overall website design and originality
 2. Design brief
 3. The appropriate use of new Internet and web-based applications (different browsers, monitor resolution, plug-ins, etc.).

EVALUATION

PRELIMINARY ROUND

- A. The website

SEMIFINAL ROUND

- A. The interview

Refer to the official rating form for more information.

STEM INTEGRATION

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

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

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

WEBSITE DESIGN

2024 & 2025 OFFICIAL RATING FORM

MIDDLE SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, 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.

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 next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- ☐ Website URL that is functional on a desktop/laptop
- ☐ Design brief solution with no copyright or plagiarism issues
- ☐ ENTRY NOT EVALUATED

WEBSITE (90 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 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 generally have an appealing and user-friendly layout; it is easy to locate most important elements.	Web pages have an exceptionally attractive and user-friendly 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; graphics generally enhance the user's interest or understanding; there may be a few broken images.	Graphics are related to the theme/purpose of the site; graphics 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), although user may become lost in some areas.	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 somewhat consistent across pages.	Colors, fonts, and unvisited and visited links form a pleasing palette, complement the content, and are consistent across pages.	

WEBSITE (90 points) – continued					
Interest (X1)	Participants have provided only the minimum amount of information and have not transformed the information to make it more interesting to the targeted audience.	Participants have tried to make the content of the website interesting to the targeted audience.	Participants have made an exceptional attempt to ensure that the content of the website is interesting to the targeted audience.		
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 SUBTOTAL (90 points)					

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, 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 (60 points)					Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance		
	1-4 points	5-8 points	9-10 points		
Organization (X1)	Participants seem unorganized and unprepared for the interview.	Participants are generally prepared and are somewhat organized for the interview.	Participants' interview is organized, logical, and easy to follow.		
Knowledge (X2)	Participants seem to have little understanding of the concepts in their project; answers to questions may be vague.	Participants exhibit an basic understanding of the concepts in their project.	Participants show clear evidence of a thorough understanding of the project.		
Articulation (X1)	Communication of the design process is unclear, unorganized, and or illogical; leadership and/or 21 st century skills are not evident.	Communication of the design process is somewhat logical and clear; leadership and/or 21 st century skills are somewhat evident.	Communication of the design process is clear, concise, and logical; leadership and/or 21 st century skills are clearly evident.		
Team Participation (X1)	The majority of the delivery is made by one (1) member of the team; the partner(s) may be disengaged from the interview.	Team members are generally engaged in the process, though one (1) 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.		
SEMIFINAL INTERVIEW SUBTOTAL (60 points)					

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (60 points)

To arrive at the **TOTAL** score, add any subtotals and subtract rules violation points, as necessary.

TOTAL (150 points)

Comments:

I certify these results to be true and accurate to the best of my knowledge.

JUDGE

Printed name: _____ Signature: _____

WEBSITE DESIGN

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

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

MATERIALS

- A. Coordinator's packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and for each judge
 - 2. TSA Event Coordinator Report
 - 3. List of judges/assistants
 - 4. Results envelope with coordinator forms
- B. The latest version of Microsoft Edge, Firefox, Chrome, etc.
- C. List of questions for on-site interviews
- D. Laptop computer with high speed Internet capability

RESPONSIBILITIES

PRE-CONFERENCE

- A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results are shared with the CRC manager, event coordinator, and assigned judges.
- B. Review entries as they are submitted to the designated online storage utility.
- C. Manage communication and pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with the Judge Manager.
- D. Judges determine the twelve (12) semifinalists and discuss and break any ties.

AT THE CONFERENCE

- A. Attend the mandatory event coordinator's meeting at the designated time and location.
- B. Report to the CRC room and check the contents of the coordinator's packet.
- C. Review the event guidelines and check to see that enough personnel have been scheduled.
- D. 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.

PRELIMINARY ROUND

- A. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.
- B. Create a semifinalist sign-up sheet.

SEMIFINAL ROUND

- A. Semifinalists report at the time and place stated in the conference program to sign-up for an interview.
- B. Semifinalists report at the assigned time and place for the interview.
- C. Manage completion of the on-site interviews
- D. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - 1. To deduct twenty percent (20%) of the total possible points in this round
 - 2. To disqualify the entry
 The event coordinator, judges, and CRC manager must initial either of these actions on the rating form.
- E. Judges determine the ten (10) finalists and discuss and break any ties.
- F. Submit the finalist results and all related forms in the results envelope to the CRC room.