

OVERVIEW

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 Competitions/ Themes and Problems. Semifinalists (determined prior to the conference) participate in an on-site conference interview, with an emphasis on web design as it pertains to their solution, to demonstrate the knowledge and expertise gained during the development of the website.

ELIGIBILITY

- One (1) team of three to six (3-6) individuals per chapter may participate.
- Up to six (6) members of a team participate in the semifinalist interview.

TIME LIMITS

PRE-CONFERENCE

1. 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. EST on May 15th.
2. After 11:59 p.m. on May 15th changes may not be made to the website.
3. Should a team makes changes or updates to the website after submitting the URL/entry, those changes will not be considered by the judges.
4. Email verification of each team's entry will be made by June 10th.

SEMIFINAL ROUND

1. Semifinalists participate in an on-site interview that lasts approximately five to ten (5-10) minutes.

LEAP

A team LEAP Response is required for this event.

ATTIRE

TSA competition attire is required.

PROCEDURE

PRE-CONFERENCE

1. Participants obtain the middle school event design brief from the [TSA website](#) under Competitions/ Themes and Problems.
2. Participants design a website while observing the theme and design requirements.
3. All questions pertaining to Website Design should be emailed to the event coordinator or the event manager.
4. Participants submit the URL and a PDF of the LEAP Response online prior to the conference via the link provided on the [TSA website](#) under Competition Updates. The submission form will have a separate place to upload the team's LEAP response from the website URL.
5. All questions pertaining to Website Design should be emailed to the event coordinator or the event manager.
6. Judges review and score the entries prior to the national TSA conference.

PRELIMINARY ROUND

1. A semifinalist list of twelve (12) entries in random order is posted at the conference on the first full day of competition.

SEMIFINAL ROUND

1. Semifinalist teams sign up for an interview time on the date and time noted in the conference program.
2. Up to six (6) members of the semifinalist team may report to the event area at the appropriate time for the interview.
3. Each semifinalist team will be interviewed by the judges for approximately five to ten (5-10) minutes.
4. The LEAP Response will be judged for semifinalist teams.
5. Ten (10) finalists will be announced during the conference awards ceremony.

REGULATIONS

PRE-CONFERENCE/PRELIMINARY ROUND

- A. Participants must launch their entry on a web server that can be accessed via the Internet 24 hours a day, seven (7) days a week, 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. 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. All web pages must be completed during the current school year.
 3. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included/documented.
 4. Participants must submit a completed Student Copyright Checklist (in PDF format) as a link on their website reference page. (See Forms Appendix)
 5. Participants also must include a completed Plan of Work log (in PDF format) as a link on their website reference page. (See Forms Appendix)
- E. All entries must be compatible using the latest versions of Internet Explorer, Firefox, Chrome, etc. on both desktop and mobile devices.
- F. In addition to basic HTML code, the website may contain Java applets, HTML5, Shockwave, Flash, and other state-of-the-art web-based applications.
- G. The website must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on May 15th.

SEMIFINAL ROUND

- A. Each team sends up to six (6) members to represent the chapter in the on-site interview.

B. The LEAP Response:

1. Teams document the leadership skills the team has developed and demonstrated while working on this event and on a non-competitive event leadership experience.
2. Find the specific LEAP Response regulations in the LEAP Program section of this guide and on the [TSA website](#).

EVALUATION

PRELIMINARY ROUND

1. The team's entry, targeting overall design and originality
2. The scope and sequence of the design brief solution
3. The website's compatibility with different browsers and screen resolutions
4. The appropriate use of new Internet and web-based applications

SEMIFINAL ROUND

1. The quality of the interview
2. The content and quality of the LEAP Response

Refer to the official rating form for more information.

NOTE

The Website Design submission procedure noted in this guide applies to entries for the national TSA conference only, and not to TSA state conferences.

STEM INTEGRATION

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

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the career areas:

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

WEBSITE DESIGN

2020 & 2021 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 and mobile devices.
- Design brief solution with no copyright or plagiarism issues
- Completed LEAP Response
- ENTRY NOT EVALUATED

WEBSITE DEVELOPMENT (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 have an attractive and usable layout; it is easy to locate most important elements.	Web pages have an exceptionally attractive and usable 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, and enhance reader interest or understanding; there are few or no broken images.	Graphics are related to the theme/ purpose of the site; they 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); a user rarely becomes lost.	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 consistent across pages.	Colors, fonts, and unvisited and visited links form a pleasing palette, complement the content, and are consistent across pages.	

WEBSITE DEVELOPMENT (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 DEVELOPMENT 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 (75 points)			
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; illogical explanation of the website is presented.	Participants are generally prepared for the interview; explanation of the website is communicated and generally organized.	The interview is logical, well organized, and easy to follow; the website explanation is communicated in an organized and concise manner.
Knowledge (X2)	Participants seem to have little understanding of the concepts in their project; answers to questions may be vague.	Participants exhibit an understanding of the concepts in their project.	Participants show clear evidence of a thorough understanding of the project.
Articulation (X1)	The interview is full of illogical thoughts that lack clarity, and/or there is insufficient information provided describing the project.	The interview is somewhat logical, easy to follow, and/or there is sufficient information provided describing the project.	The interview is clear, concise, and there is ample information provided describing the project.
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 generally are 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.

Record scores in the column spaces below.

SEMIFINAL INTERVIEW (75 points) – continued				
LEAP Response/ Interview (15 points; 10% of total event points)	The team's efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The team's efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The team's efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.	
SEMIFINAL INTERVIEW SUBTOTAL (75 points)				
<p>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.</p> <p>Indicate the rule violated: _____</p>				
SEMIFINAL SUBTOTAL (75 points)				
To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.			TOTAL (165 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 for pre-conference judging
 2. Semifinal round, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 1. Event guidelines, one (1) copy for the coordinator and each judge
 2. Pre-conference evaluations: these should be brought to the conference by the event coordinator on a USB flash drive; only the scores of those who qualify as semifinalists are needed for conference on-site evaluation
 3. TSA Event Coordinator Report
 4. List of judges/assistants
 5. Results envelope with coordinator forms
- B. The latest version of Internet Explorer, Firefox, Chrome, etc.
- C. List of questions for on-site interviews
- D. Laptop computer with high speed Internet capability

RESPONSIBILITIES

PRE-CONFERENCE\PRELIMINARY ROUND

1. National TSA will collect entries until 11:59 p.m. EST on May 15th and send out receipt confirmations to participants by June 10th. The results will be shared with the CRC manager, event coordinator, and assigned judges.
2. Review entries as they are submitted to the designated online storage utility.
3. 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.

4. Judges determine the twelve (12) semifinalists and discuss and break any ties. Results will be posted on-site at the national conference on the first full day of conference.
5. At least five (5) days prior to the national TSA conference, make accessible the online storage utility link for the entries.
6. Collect completed rating forms electronically and bring them to the conference on a flash drive.

AT THE CONFERENCE

1. Attend the mandatory coordinator's meeting at the designated time and location.
2. Report to the CRC room and check the contents of the coordinator's packet.
3. Review the event guidelines and check to see that enough personnel have been scheduled.
4. 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.
5. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

SEMIFINAL ROUND

1. Review the time limits, procedures, and regulations with judges and clear up any questions or misunderstandings.
2. Distribute the guidelines for the interview to the judges.
3. Semifinalist teams report to the event area at the time and place noted in the conference program to sign up for an interview time.
4. Manage completion of the on-site interviews.

5. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - To deduct twenty percent (20%) of the total possible points in this round
 - To disqualify the entry

The event coordinator, judges and CRC manager must all initial either of the violations on the rating form.

6. Judges determine the ten (10) finalists and discuss and break any ties that affect the top three (3) placements. Determine the procedure for breaking ties before the on-site competition begins.
7. Submit the finalist results and all related forms in the results envelope to the CRC room.