

# 2024-25 Competitive Events Guidelines

## Website Design



Website Design provides members with the opportunity to design a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. *The focus of this event is the forward-facing website design.*

### Event Overview

**Division:** High School

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation with a Topic

**Presentation Time:** 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Your school has opened a large gymnasium that can also be used as a 3,500-seat arena for events in the community. The community could rent the gymnasium for local sporting events, live concerts, trade shows, and other community events. You must create a website to promote this arena.

The website should include the following elements:

- A calendar of events
- A box office area to purchase tickets
- An information area that includes directions, seating charts, policies, and amenities
- A planner page that includes information on arena rental, contacts, etc.

*Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.*

### District/Region/Section

Check your District's Call to Conference for any district-specific information about presentation events.

### State

Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present in the preliminary round. See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. However, Colorado FBLA will not be providing power, a projector, or screen for final presentations.

### National

*Required Competition Items*

|                                 | Items Competitor Must Provide   | Items FBLA Provides   |
|---------------------------------|---|---|
| <b>Preliminary Presentation</b> | <ul style="list-style-type: none"><li>• Technology and presentation items</li></ul> | <ul style="list-style-type: none"><li>• Table</li><li>• Internet access</li></ul> |

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|                           |   |   |
|---------------------------|---|---|
|                           | <ul style="list-style-type: none"> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>  |   |
|                           | <b>Items Competitor Must Provide</b>  | <b>Items FBLA Provides</b>  |
| <b>Final Presentation</b> | <ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul> | <ul style="list-style-type: none"> <li>• Table</li> <li>• Internet access</li> <li>• Power</li> <li>• Projector with HDMI cord</li> <li>• Projector screen</li> </ul> |

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

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### *Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

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- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

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- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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### Website Design Presentation Rating Sheet

| Expectation Item   | Not Demonstrated   | Below Expectations  | Meets Expectations   | Exceeds Expectations   | Points Earned |
|--|--|---|--|--|---------------|
| <b>Planning, Development, and Implementation</b><br><br>Describe planning, development, and implementation of project            | <i>No planning, development, and implementation process described</i>                | <i>Unclearly explains or is missing either the planning, development, or implementation process</i> | <i>Clearly explains the planning, development, and implementation process</i>                          | <i>Clearly explains the planning, development, and implementation process including rationale with evidence</i>  |               |
|  | 0 points   | 1-8 points  | 9-12 points  | 13-15 points   |               |
| <b>Website Features</b><br><br>Demonstrate the required elements of the project as stated in guidelines                          | <i>Website is not on topic or does not include required elements</i>                 | <i>Website is on topic, includes some the required elements</i>                                     | <i>Website presented is on topic, includes all the required elements</i>                               | <i>Website presented is on topic, includes required elements and more</i>  |               |
|  | 0 points   | 1-8 points  | 9-12 points  | 13-15 points   |               |
| <b>Website UX Design</b><br><br>Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design | <i>Does not include appropriate color/contrast, backgrounds, fonts, and graphics</i> | <i>Website includes some appropriate color/contrast, backgrounds, fonts, and graphics</i>           | <i>Includes appropriate color/contrast, backgrounds, fonts, and graphics</i>                           | <i>Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design</i>         |               |
|  | 0 points   | 1-8 points  | 9-12 points  | 13-15 points   |               |
| <b>Website Content:</b><br>Grammar, spelling, and punctuation  | <i>Website contains grammar or spelling errors</i>                                   | <i>Website contains 3 or less spelling or grammar errors</i>  | <i>Website contains one grammar and no spelling errors</i>   | <i>Website is free of grammar and spelling errors</i>  |               |
|  | 0 points   | 1-2 points  | 3-4 points   | 5 points   |               |
| <b>Website Content:</b><br>Substantiates and cites sources used while conducting research  | <i>Sources are not cited</i>   | <i>Sources/References are seldom cited to support statements</i>                                    | <i>Professionally legitimate sources &amp; resources that support statements are generally present</i> | <i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i> |               |
|  | 0 points   | 1-2 points  | 3-4 points   | 5 points   |               |
| <b>Website Evaluation:</b><br>Website is compatible with multiple platforms  | <i>Website is not compatible with any platforms</i>                                  | <i>Website is only compatible with one platform</i>   | <i>Website opens appropriately on at least 2 platforms</i>   | <i>Website opens appropriately on more than 2 platforms</i>  |               |
|  | 0 points   | 1-2 points  | 3-4 points   | 5 points   |               |
| <b>Website Evaluation:</b><br>Website interactivity functions and is error free  | <i>Website interactivity contains errors that prevent the execution</i>              | <i>Website interactivity contains errors that did not prevent execution</i>                         | <i>Website interactivity is error free</i>   | <i>Website interactivity is error free and enhances the experience for the user</i>                              |               |
|  | 0 points   | 1-2 points  | 3-4 points   | 5 points   |               |
| <b>Website Evaluation:</b><br>Website elements are consistent across all pages   | <i>Only one page is presented</i>  | <i>Pages are not consistent</i>   | <i>Pages are consistent</i>  | <i>Pages are consistent and elements enhance the experience for the user</i>                                     |               |
|  | 0 points   | 1-6 points  | 7-8 points   | 9-10 points  |               |
| <b>Website Evaluation:</b><br>Description of metrics planned to use to measure the success of the website                        | <i>Planned measure of metrics not described</i>                                      | <i>Planned measure of metrics unclearly addressed</i>   | <i>Planned measure of website metrics clearly addressed</i>  | <i>Planned measure of website advanced metrics addressed and enhanced by use of industry terminology</i>         |               |
|  | 0 points   | 1-6 points  | 7-8 points   | 9-10 points  |               |

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| Expectation Item   | Not Demonstrated   | Below Expectations   | Meets Expectations  | Exceeds Expectations   | Points Earned |
|--|--|--|---|--|---------------|
| <b>Presentation Delivery</b>   |  |  |   |  |               |
| <b>Statements are well-organized and clearly stated</b>  | <i>Competitor(s) did not appear prepared</i>             | <i>Competitor(s) were prepared, but flow was not logical</i> | <i>Presentation flowed in logical sequence</i>                                      | <i>Presentation flowed in a logical sequence; statements were well organized</i>                   |               |
|  | 0 points   | 1-6 points   | 7-8 points  | 9-10 points  |               |
| <b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>                         | <i>Competitor(s) did not demonstrate self-confidence</i> | <i>Competitor(s) demonstrated self-confidence and poise</i>  | <i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> | <i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> |               |
|  | 0 points   | 1-2 points   | 3-4 points  | 5 points   |               |
| <b>Demonstrates the ability to effectively answer questions</b>  | <i>Unable to answer questions</i>                        | <i>Does not completely answer questions</i>                  | <i>Completely answers questions</i>   | <i>Interacted with the judges in the process of completely answering questions</i>                 |               |
|  | 0 points   | 1-6 points   | 7-8 points  | 9-10 points  |               |
| <b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) |  |  |   |  |               |
| <b>Presentation Total (100 points)</b>   |  |  |   |  |               |
| Name(s):   |  |  |   |  |               |
| School:  |  |  |   |  |               |
| Judge Signature:   |  |  |   |  | Date:         |
| Comments:  |  |  |   |  |               |