2024-25 Competitive Events Guidelines
Exploring Website Design

Exploring Website Design provides members with the opportunity to create a website over a topic. This competitive event consists of a presentation component.

Event Overview

Division: Middle 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 time, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology
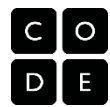
2024-25 Topic

Develop a website to showcase various clubs and organizations at your school, including their activities, achievements, and membership information. The website should include the following:

- Home page & navigation menu
- Club/Organization Directory: A page listing all school clubs and organizations. Each club/organizations should be presented as a "product card" that includes an image, club/organization name, and a brief description
- Event Highlights: A section showcasing past and upcoming club/organization events
- Join us: A page with information on how to join each club/organization

Feel free to include any other elements to enhance the website.

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

CODE *This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at [this link](#).*

State

Presentations will have a 1-minute set-up time. Check the Call to Conference for any other competitive events information and deadlines.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Technology and presentation items - Conference-provided nametag - Attire that meets the [FBLA Dress Code](#)	- Table - Internet access

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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. This event is not eligible for those that placed in the top ten at previous NLCs in Multimedia & Website Development.
- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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.

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

- Competitors must show the judges any of the following that are applicable: 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.
  - 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.
  - 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.
- Final Presentation Information
  - The above presentation guidelines will be in effect for the final presentation.
  - 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.

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.

Colorado **FBLA**

Exploring Website Design Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	*Topic is not followed*	*Topic is not fully addressed*	*Topic is fully addressed*	*User with no knowledge of the topic can identify based on site*	
	0 points	1-6 points	7-8 points	9-10 points	
Website appeal to audience	*Website is not appealing*	*Website is somewhat appealing to audience*	*Website is appealing to audience*	*Website is professional and appealing*	
	0 points	1-6 points	7-8 points	9-10 points	
Website demonstrates the required elements of the project as stated in guidelines.	*Website does not include required elements*	*Website includes some of the required elements*	*Website presented includes all the required elements*	*Website presented includes required elements and more*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
Technical Components					
Website is viewable on standard browsers	*Website is not viewable*	*Website viewability is limited*	*Website is viewable*	*Website is viewable and functional on multiple devices, including phones, computers, and tablets*	
	0 points	1-6 points	7-8 points	9-10 points	
Logical and effective sequence of navigation, links are all functional	*Site is not logical, some links are not functional, and does not have an effective sequence of navigation*	*Site is somewhat logical; links are functional, or navigation is not effective*	*Site is logical, site links are functional, and has an effective sequence of navigation*	*Site is logical, site links are functional, and the sequence of navigation enhances the user experience*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: