2010 National Web Design Contest

Bill Cullifer, WOW Founder and Executive Director

2010 National Web Design Contest

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Introductions

- Bill Cullifer, WOW Executive Director
- Mark DuBois, WOW Education Director

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Contest Highlights

What this contest is all about:

-Best Practices (Web standards. Web accessibility, professionalism)

-Preparing you for a competitive job market

-Honing in on the skills that employers seek the most

-Promotes readiness for jobs

-To have fun and meet people

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Contest Highlights:

- Everyone's a winner for being here and for being involved
- It is a competition, so stay focused
- Be sure to thank your instructors, your mentors, your chaperones, your loved ones and SkillsUSA for making this event possible
- Spread the word

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- Contest Rules

-Please be sure to read the Skills website very carefully

-Many contests are lost due to the lack of attention to details

-WebDesignContest.org for additional info

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- Scoring Rubric - what the National Technical Committee, Employers and the judges will be looking at:
  - Design & Development Process
  - Professionalism & Teamwork
  - Quality of Code
  - Visual Appeal and Structure
  - Web Standards and Accessibility

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- All challenges have same points assigned
- Complete all challenges (this is a national contest and you should be able to do so in the time allotted
- We are looking for teamwork
- We are looking at process and organization so review all challenges prior to beginning work (put together some storyboards or wireframes to demonstrate how you plan to solve the challenges)

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- No games – if you finish early – review your work. If you still have time, review your work again. Differences between one place and another can be less than 1/10th of 1% - polish your work in any time available
- Absolutely no viruses or malware is to be included with your submitted work – if you do so, you will be immediately disqualified from the contest.
- If you do your work on a Mac – use file extensions – all work will be judges by individuals using Windows computers. Files will be uploaded for the judges to review and either placed on a Linux or Windows Server 2008 box (or both).

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Understanding Web Standards

The World Wide Web Consortium (w3.org) develops interoperable technologies to lead the Web to its full potential and pursues its mission through the creation of Web standards and guidelines. Since 1994, W3C has published more than ninety such standards, called W3C Recommendations, i.e. HTML, XHTML, CSS, Accessibility

W3C's Web Content Accessibility Guidelines (WCAG) documents explain how to make Web content accessible to people with disabilities. Web "content" generally refers to the information in a Web page or Web application, including text, images, forms, sounds, and such.

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The following ten "Quick Tips" summarize key concepts of accessible Web design. These tips are not complete guidelines; they are only excerpts of concepts from the Web Content Accessibility Guidelines 1.0 (WCAG 1.0).

- Images & animations: Use the alt attribute to describe the function of each visual.
- Image maps: Use the client-side map and text for hotspots.
- Multimedia: Provide captioning and transcripts of audio, and descriptions of video.
- Hypertext links: Use text that makes sense when read out of context. For example, avoid "click here."
- Page organization: Use headings, lists, and consistent structure. Use CSS for layout and style where possible.
- Graphs & charts: Summarize or use the longdesc attribute.
- Scripts, applets, & plug-ins: Provide alternative content in case active features are inaccessible or unsupported.
- Frames. Use the noframes element and meaningful titles.
- Tables. Make line-by-line reading sensible. Summarize.
- Check your work. Validate. Use tools, checklist, and guidelines.

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What you can expect and what's expected of you:

- XHTML, CSS and Web Accessibility (WCAG) are web standards that are expected to be implemented in your web design and development process
- Contest work order (requirements spec) will be delivered at the start of your contest
- During the interview process, you will be expected to have a comprehensive story board on 8.5x11 sheet(s) of white paper
- Each contestant must provide a 1-page resume

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What you can expect and what's expected of you:

- No outside resources in either hardcopy or softcopy will be allowed including templates or code snippets- XHTML, CSS and JavaScript "cheat sheets" will be provided
- No Internet, No Phones and No Music will be allowed during the competition
- Violators will be disqualified and escorted out
- Please have a Positive Attitude at all times
- We're here to help you make this enjoyable, beneficial and a highlight of your life

Best of luck and well wishes from
WOW, SkillsUSA and the volunteers!

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Schedule

- High School Teams Competition: **Wednesday**, 8 a.m. - 5 p.m., Lobby 2501 A-C, New Grand Ballroom, Conference Center
- College Teams Competition: **Thursday**, 8 a.m. - 5 p.m., Lobby 2501 A-C, New Grand Ballroom, Conference Center

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-Exam today after lunch at 2 p.m.

-Debriefing is scheduled for Thursday at 5:00 pm Conference Center