

## ***SkillsUSA Web Design Competition - 2008***

### **Competition Description**

The true challenge of a professional Web designer is to be able to adequately assess the needs of a client, and then address those needs accordingly. The technologies that might be employed to reach that end are not the issue – whether the designer chooses cascading style sheets, Flash and multimedia objects, and backend technologies as solutions, means very little as long as the end results satisfy the needs of the client’s audience and Web site goals. In this competition, two-person teams were invited to develop a partial Web site for a non-profit organization.

Topics of the Competition include\*<sup>1</sup>:

Internet Basics	7%
Web Multimedia	5%
HTML and CSS	9%
HTML and WYSIWYG Editors	16%
Web Site Design	36%
Web Graphics	15%
Web Site Management	5%
Accessibility	2%
Professionalism	5%
TOTAL	100%

Teams of two student designers/developers will identify the main needs of the non-profit agency for which they are creating the site. Teams will be required to create a functional website including, a visual design for the site that includes, graphics and navigation, render its content in HTML (or XHTML), and add any specialty features they can adequately plan for in the time allotted. Teams will be required to describe to the judges their process and rationale for the design approach taken.

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<sup>1</sup> Topics of this competition align with the SkillsUSA national competition guidelines for Web Design, as well as certification guidelines for the Certified Web Designer Associate (CWDSA).

## **Design and Development Guidelines**

Each participating team will receive a work order with the following details regarding the non-profit organization client:

- *Overview of the organization* – official name, purpose/mission statement, logo, samples of existing print materials, official typeface (if any)
- *Primary intent* – sell, entertain, inform, etc.
- *Overview of audience* – demographics of the population the client serves
- *Section 508 compliance requirements*

While discussion of server-side technologies certainly should be brought into the planning of the site, the focus should be on the client-side needs: visual design, markup, and style.

Teams will not be allowed to use any external or third-party resources to assist in their design. The idea is for competitors to use common Web design tools and rely on their skills to achieve their goal.