

All Web Entries for eMagine 2012

In an effort to encourage good content writing, to make this a learning experience relevant to a student's geographical area, and to help level the playing field for entries, the eMagine 2012 website entries will *follow a given topic*.

Topic for all eMagine 2012 Web Design Categories (Design, Flash, or Mobile):

WATER Issues in Kansas and/or Missouri

By "issues", we don't necessarily mean "problems" or "difficulties" – basically this can be about anything having to do with water relative to Kansas and/or Missouri. For example, you could do a site on the importance of staying hydrated while exercising – and in part of your site show locations of water fountains along walking trails in your area.

This is a very broad topic, which a student should narrow down in order to make an effective site. Basically, the goal is for the website to teach viewers about some aspect of water in our region. Here are some ideas:

- drought or flooding
- water quality
- water use (recreation, agriculture, shipping, drinking, etc.)
- ground water
- waste water
- wetlands, erosion, or other ecological issues concerning water

For each site entered, you should decide on one of the above subtopics of KS/MO Water Issues, or come up with your own substantial subtopic. You may decide who your target audience is.

Your site must have a home page, a sources page, plus at least 5 other pages, so decide how to logically divide your chosen water subtopic into 5 or more parts.

Becoming expert enough on your water topic to put together a meaningful site will take some digging. Carefully keep track of all sources of information and graphics. The last page of your site should be a linked listing of all of your sources.

All text content should be in your own words – copy&paste from other sites is not permitted.

All graphics/photos that are not created from scratch should be in the public domain, and their sources should be listed also. Hot-linking to images on other sites is not permitted, with the exception of embedded map or other embedded services such as MapQuest, Google Maps, etc.

Sites may not use a content management system such as Wordpress or Joomla.

Designs must be completely original – no predesigned themes or templates are permitted. (CSS layout templates found in Dreamweaver or other web design software are ok to use for a starting point.)

Your site must be accessible online to our judges. Submit the URL on your entry form.

Sites will be disqualified for:

- Copyright violation
- Inappropriate content (language, hate, alcohol, drugs, sex, etc.) If you would not be allowed to turn it in as a school project, then it is not appropriate.

See the rubric for your specific web design category below (Design, Flash, Mobile) for more requirements and to see what the judges will be looking for.

Design Category Scoring

Content	Home Page Content	➤ This page sets the tone for your site and gives the user an overview of your topic	
	5 Content Pages	<ul style="list-style-type: none"> ➤ These pages determined by logical dividing of your water subtopic. Each page has significant relevant and meaningful content. ➤ Content was written in your own words and is free of grammatical and spelling mistakes. 	
	Sources Page	➤ This page neatly lists all of your sources of content, linked.	
Design	Design Principles	<ul style="list-style-type: none"> ➤ Contrast – contrast of color, size, type, etc. helps the eye to focus quickly on the most important parts of the page ➤ Alignment – the alignment is strong (usually left or right), and most elements on a page are aligned with other elements ➤ Repetition – design elements establish a rhythm and unify the page ➤ Proximity – content that belongs together logically is grouped together visually in some way, with space between groups ➤ Use of white space, proportion, overall impression 	
	Graphics	<ul style="list-style-type: none"> ➤ Good Quality, ➤ Appropriate file format, ➤ Reasonable File size, ➤ Contribute to the effectiveness of the design and the content. ➤ All graphics/photos are either original or public domain. 	
	Type	<ul style="list-style-type: none"> ➤ Text is in core Web fonts, ➤ appropriate sizes, ➤ readable, ➤ consistent throughout site, ➤ suitable for the topic and the design 	
	Creativity	➤ The site, while largely adhering to conventions of design, expresses some uniqueness or creativity in one or more of the above elements.	
Functionality	Links	➤ All internal and external links function correctly and are relevant to the site.	
	Usability	<ul style="list-style-type: none"> ➤ Clarity of navigation and content, uncluttered, ➤ respectful of user expectations and conventions, ➤ keeps the user oriented in the site. ➤ Link names are clear and unambiguous. ➤ If audio or video are used, they contribute to site effectiveness. Volume and on/off controls are present. 	
	Accessibility	<ul style="list-style-type: none"> ➤ User may adjust the font size without breaking the design, ➤ Images have alt text, ➤ graphical menus (if used) have alternate plain text menu 	
Standards	HTML standards	➤ HTML must validate successfully. HTML 4 or XHTML are fine. Use HTML5 at your own risk! Judges may or may not have browsers that support HTML5.	
	CSS	➤ External CSS file must be used for presentation – no FONT tags, background colors, etc. in the HTML.	
	Cross-Browser and Cross Platform	➤ Judges may view your site from any browser (IE, Firefox, Chrome, Safari, etc.) or platform (pc, mac) of their choosing. Judges will not use IE7 or earlier.	
Extra	Above and beyond	➤ Exceptional content or design elements that go above or beyond the requirements above.	

Please first page for more general requirements and guidelines.

This site must be hosted on a server and submitted by URL on your entry form.

Flash Category Scoring

Content	Home "Page" Content	➤ This page sets the tone for your site and gives the user an overview of your topic	
	5 Content "Pages"	<ul style="list-style-type: none"> ➤ These pages determined by logical dividing of your water subtopic. Each page has significant relevant and meaningful content. ➤ Content was written in your own words and is free of grammatical and spelling mistakes. 	
	Sources "Page"	➤ This page neatly lists all of your sources of content, linked.	
Design	Design Principles	<ul style="list-style-type: none"> ➤ Contrast – contrast of color, size, type, etc. helps the eye to focus quickly on the most important parts of the page ➤ Alignment – the alignment is strong (usually left or right), and most elements on a page are aligned with other elements ➤ Repetition – design elements establish a rhythm and unify the page ➤ Proximity – content that belongs together logically is grouped together visually in some way, with space between groups ➤ Use of white space, proportion, overall impression 	
	Graphics	<ul style="list-style-type: none"> ➤ Good Quality, ➤ Contribute to the effectiveness of the design and the content. ➤ All graphics/photos are either original or public domain. 	
	Type	<ul style="list-style-type: none"> ➤ appropriate sizes, ➤ readable, ➤ consistent throughout site, ➤ suitable for the topic and the design 	
	Creativity	➤ The site, while largely adhering to conventions of design, expresses some uniqueness or creativity in one or more of the above elements.	
	Animation purpose	➤ Tasteful, purposeful, contributes to site effectiveness	
	Animation quality	➤ Smooth tweens, creativity, no use of canned clipart/animations or built-in Flash timeline effects	
	Functionality	Links	➤ All internal and external links function correctly and are relevant to the site.
Usability		<ul style="list-style-type: none"> ➤ Clarity of navigation and content, uncluttered, ➤ respectful of user expectations and conventions, ➤ keeps the user oriented in the site. ➤ Link names are clear and unambiguous. ➤ If audio or video are used, they contribute to site effectiveness. Volume and on/off controls are present. 	
ActionScript		<ul style="list-style-type: none"> ➤ No errors, used effectively as needed ➤ In FLA file: actions on separate layer, formatted according to convention 	
Standards	Naming & Organization in FLA file	<ul style="list-style-type: none"> ➤ Layers, instances, symbols named appropriately ➤ layer and library folders used 	
	Symbols	➤ Appropriate use of graphic, movie clip, and button symbols	
Extra	Above and beyond	➤ Exceptional content or design elements that go above or beyond the requirements above.	

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[A link to your uploaded FLA source file must be included on your sources page.](#)

Mobile Category Scoring

There are several important differences between the experiences of desktop browsing vs. mobile browsing – some obvious and others more subtle. As more and more people access the web via their phones (and many with *only* their phones) this becomes ever more critical for web designers to address.

Entries into the Mobile site category should account for these issues distinguishing mobile design from desktop design:

- Differences between mobile devices and a desktop computer, and between mobile devices themselves
- Differences in how a person interacts with the device, compared to a desktop
- Differences in the networks – speed and bandwidth of a phone network
- Differences in the needs of the users or in the users themselves. Think of times when you might realistically need to access information on a website by phone. In those situations, what kinds of information will that likely be?
- Think about the things that tend to be problematic when accessing a typical desktop website by phone. What are the frustrations?

For the purposes of this contest, this site should be one only intended for various mobile devices. This site will not be judged on adjustment of content or design to accommodate users on desktop computers. Only design adjustments between various mobile devices need to be considered.

Content	Home Page Content	➤ This page sets the tone for your site and gives the user an overview of your topic	
	5 Content Pages	<ul style="list-style-type: none"> ➤ These pages determined by logical dividing of your water subtopic. Each page has significant relevant and meaningful content. ➤ Content was written in your own words and is free of grammatical and spelling mistakes. 	
	Sources Page	➤ This page neatly lists all of your sources of content, linked.	
	Mobile	<ul style="list-style-type: none"> ➤ Content is geared toward what a typical mobile user might be likely to need or want. ➤ Content is of a quantity that is appropriate for a mobile device, including file sizes of graphics, video, etc. 	
Design	Design Principles	<ul style="list-style-type: none"> ➤ Contrast – contrast of color, size, type, etc. helps the eye to focus quickly on the most important parts of the page ➤ Alignment – the alignment is strong (usually left or right), and most elements on a page are aligned with other elements ➤ Repetition – design elements establish a rhythm and unify the page ➤ Proximity – content that belongs together logically is grouped together visually in some way, with space between groups ➤ Use of white space, proportion, overall impression 	
	Graphics	<ul style="list-style-type: none"> ➤ Good Quality, ➤ Appropriate file format, ➤ Reasonable File size, ➤ Contribute to the effectiveness of the design and the content. ➤ All graphics/photos are either original or public domain. 	

	Type	<ul style="list-style-type: none"> ➤ Text is in core Web fonts, ➤ appropriate sizes, ➤ readable, ➤ consistent throughout site, ➤ suitable for the topic and the design 	
	Mobile	➤ The layout is not just a desktop site layout scrunched down to fit on mobile device. The design is uniquely tailored for the mobile setting. The user should not have to zoom or scroll left-right to clearly view all content.	
	Creativity	➤ The site, while largely adhering to conventions of design, expresses some uniqueness or creativity in one or more of the above elements.	
Functionality	Links	➤ All internal and external links function correctly and are relevant to the site.	
	Usability	<ul style="list-style-type: none"> ➤ Clarity of navigation and content, uncluttered, ➤ respectful of user expectations and conventions, ➤ keeps the user oriented in the site. ➤ Link names are clear and unambiguous. ➤ If audio or video are used, they contribute to site effectiveness. Volume and on/off controls are present. 	
	Mobile	➤ The site's functioning is geared toward the mobile device and user capabilities	
Standards	HTML standards	➤ HTML must validate successfully. HTML 4 or XHTML are fine. Use HTML5 at your own risk!	
	CSS	➤ External CSS file must be used for presentation – no FONT tags, background colors, etc. in the HTML.	
	Mobile	➤ The site may be viewed from any mobile device that the judges have handy! The site must smoothly adjust to make complete use of the resolution available – whether on a small phone or an iPad.	
Extra	Above and beyond	➤ Exceptional content or design elements that go above or beyond the requirements above.	

Please first page for more general requirements and guidelines.

This site must be hosted on a server and submitted by URL on your entry form.