

## **Requirements – All Web Categories:**

Participants may enter a site in one of three categories:

Web Design, Dynamic Database, or Flash Functionality.

Each site will be scored prior to the day of the contest by judges using the rubrics shown. Dynamic Database and Flash Functionality sites will be scored on elements unique to their category, as well as all the applicable design aspects.

The site may be one that the student has made for a school project or for a client.

The site should have at least 5 pages, including the home page.

Sites may be submitted on a CD or by URL. Sites Submitted by URL must be available from time of the entry deadline through the day of the contest.

Dynamic Database sites must be submitted by URL only, as they depend on the server technology to function.

Flash Functionality sites must also furnish their FLA files, either on the CD or via a link on the site.

Sites will be disqualified for:

Not satisfying the above criteria,  
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. Also avoid gaming as a Web site topic, since our Web browsers block most gaming related sites.

## Flash Functionality Web Site Scoring Rubric Contestant: \_\_\_\_\_

Scores:    1--Beginning    2--Developing    3--Accomplished    4--Distinguished

		Score	For the benefit of the contestant, please justify reason for score given by indicating specific areas
<b>Animation purpose</b>	Tasteful, purposeful, contributes to site effectiveness		
<b>Animation quality</b>	Smooth tweens, creativity, no use of canned clipart/animations or built-in Flash timeline effects		
<b>Symbols</b>	Appropriate use of graphic, movie clip, and button symbols		
<b>ActionScript</b>	No errors, actions on separate layer, formatted according to convention		
<b>Naming &amp; Organization</b>	Layers, instances, symbols named appropriately, layer and library folders used		
<b>Design Principles</b>	Contrast, Alignment, Repetition, Proximity		
<b>Design Principles</b>	Use of white space, Proportion		
<b>Graphics</b>	Quality, Appropriate file format, File size		
<b>Type</b>	Text is in core Web fonts, appropriate size, readable, consistent throughout site		
<b>Audio/Video</b>	If used, sound and video contribute to site effectiveness. Volume and on/off controls present.		
<b>Creativity</b>	The site, while largely adhering to conventions of design, expresses some uniqueness or creativity in one or more of the above elements.		
<b>Links</b>	All internal and external links function correctly and are relevant to the site.		
<b>Usability</b>	Clarity of navigation and content, uncluttered, respectful of user expectations, keeps the user oriented in the site. Links are clear and unambiguous.		
<b>Accessibility</b>	Scalable for various resolutions, selectable text, text contrast, keyboard access, audio is helpful but not essential to the site, screen reader accessibility, text equivalents for non-text elements		

Please see other page for general requirements and guidelines.

This site may be submitted by URL or on a CD. Access to the FLA source files must be included.