

Performance Based Assessment

Web Design

Event Overview - SY2015



Websites are a constant and public representation for many organizations across the Internet; a useful promotional tool that can give organizations of all sizes access to a global audience. The impression a website gives its audience can influence how they view the group it represents. A well designed website can be the face of a company and a representation of the ideals they represent.

Websites can stand alone or work in conjunction with other marketing tools that drive traffic to it, but websites need to be regularly updated to remain current and maintain relevance in a constantly changing environment. Sometimes a web designer will only need to make minor alterations but other times changes will require a complete rebuild from the ground up.

PSHF.org Website Redesign

During this year's Web Design Performance-Based Assessment, student teams will propose and create samples for a website redesign. Public Schools of Hawaii Foundation will be the client requesting proposals for their current website. PSHF will present pertinent information and criteria to all of the student teams participating in the Web Design Performance-Based Assessment at the outset. Based on the information presented, student teams will present their design proposal with samples as well as an explanation and breakdown of their design choices.

About Public Schools of Hawaii Foundation

The Public Schools of Hawaii Foundation is a community-based non-profit organization founded in 1986 and dedicated to strengthening the quality of public education in Hawaii by innovation from within. The Foundation seeks to improve school performance by supporting school-based initiatives for innovative classroom instruction. It develops recognition and incentive programs that encourage those in public education to continually challenge themselves in pursuit of educational excellence.

The Foundation raises funds to benefit all students in all public schools in Hawaii. Our Good Idea Grant Program encourages innovation and academic excellence in Hawaii's public schools. Mini-grants are awarded to teachers and schools for innovative instructional ideas that will improve student learning. Over \$4 million dollars in mini-grants have been awarded to date.

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are allowed to create and present a second alternative design during their presentation, but additional designs must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your technology strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and test your team's material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

Deadline: 9:00pm April 7, 2015. All digital materials will be submitted on a flash drive to be provided.

Failure to follow event rules can lead to significant penalties and/or disqualification.

Additional event rules include but are not limited to:

- Presenting external resources without proper citation or credit.
 - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
 - Any media intended for online distribution should be presented in an offline format.

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Student Deliverables

Prior to Event:

Technical Writing

(50 points)

- ✓ Research paper concerning the integration of websites into traditional marketing.
- ✓ Papers due by February 24th, 2015.

Day 1 (April 7th, 2015) – Production:

Production Materials

(50 points)

All deliverables and digital material will be collected via USB flash drive.

All deliverables are due by 9:00 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Uploading any project materials to unsecure sites is prohibited; online aspects of your design should be presented offline.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
- ✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
- ✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

Printed Media

(required)

- ✓ At least two printed or physical examples that represent your proposal are required and will be used for judge's reference.
- ✓ Thumbnail printing is acceptable to reduce print times and particularly for designs involving numerous page examples.
- ✓ Examples of your design are to be given to the judging panel during your Day 2 presentations for their reference.
- ✓ Presented media should be available in digital form and images saved to common graphic formats such as GIF, JPG, PNG, or PDF.
- ✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to any non-standard media.
- ✓ A printer will be available in a common area for teams to share but technical support will be limited.
 - Basic 8.5"x11" paper will be provided, but any alternatives in size or quality should be prepared by teams.

Presentation Media

(required)

- ✓ PowerPoint or other offline presentation software outlining the Day 2 oral presentation is strongly recommended.
 - Your client's information and any work you perform for them should be considered private and proprietary unless informed otherwise. Be sure any work done on their behalf is not subject to uncontrolled dissemination.
- ✓ Presentations should integrate a sample of their website design in a way that illustrates or explains its functionality.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
 - Thumbnail printouts of presentation slides are preferred; full size slides are not required.
- ✓ Teams will be providing their own presentation computers and should be prepared accordingly.
- ✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

Day 2 (April 8th, 2015) – Presentation:

Team Oral Presentation

(25 points)

- ✓ All teams must be ready to present by 8:00 a.m. and presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A SVGA projector will be available at each presentation area but teams should be prepared with their own adapters.
 - Anticipate limited screen resolutions during presentations as most projectors use lower resolutions than modern displays.
- ✓ Each team will have up to a maximum of 15 minutes for their presentation.
- ✓ Only files and media samples created on the previous day can be used during the presentation.
- ✓ Both members of the team must have a speaking role in the presentation.

Question and Answer Session

(required)

- ✓ Directly following the oral presentation will be a 5-minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.

Arts and Communications Career Pathway

Web Design Concentration Standards

ANW 1.0: Evaluate the dynamic connection between society and Internet technology to facilitate the development of web content.

- 1.1:** Assess the role and influence that the Internet and web design has in modern society.
- 1.2:** Evaluate the significance of technology on the structure and development of web content.

ANW 2.0: Comply with legal and ethical practices in the creation and distribution of media content that protects both developers and audience.

- 2.1:** Anticipate ethical issues found in website design and publishing to make appropriate decisions related to clients, co-workers, and end users.
- 2.2:** Evaluate legal issues related to the creation and use of websites to minimize the risk of negative consequences.

ANW 3.0: Evaluate the use of design techniques in creating web content in order to effectively communicate specific messages and to elicit desired responses.

- 3.1:** Assess the application of design elements, principals, and techniques to determine their role in effective web design.
- 3.2:** Evaluate the significance of accessibility in the use and creation of websites.
- 3.3:** Assess the use of elements and principals of design to communicate with a specific audience through web-based media.

ANW 4.0: Synthesize design techniques to create an online message or concept that addresses the needs of a client.

- 4.1:** Apply appropriate interpersonal skills to establish positive and sustained relationships with clients and associates.
- 4.2:** Plan and construct an online media project that addresses client needs.

ANW 5.0: Integrate ergonomic work practices in a computing environment to enhance workplace safety and create an optimal working environment.

- 5.1:** Anticipate potential health and wellness concerns while operating computing devices in order to enhance workplace safety.