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## MCWTF 2011 Web Design Contest

The Michigan Council of Women in Technology Foundation is excited to announce its 6th annual website design contest for high school girls! This is a unique opportunity for female students to develop and display both their creative abilities and their programming skills. High school girls in Southeast Michigan are challenged to create a website addressing the 2011 theme:

**“Magic Genie in a Bottle: 3 Wishes”**

MCWTF 2011 Web Design Contest Schedule	
Event	Date
Contest announcement faxed and emailed to schools to alert them to the Fall contest	May, 2011
Contest information and application posted to MCWTF website, along with Instruction Day registration form	Monday, August 22, 2011
Contest officially opens with announcement of the 2011 theme	Thursday, September 1, 2011
Reminder mailing and electronic communications to schools	September 1-9, 2011
Registration deadline for website contest entries	Monday, October 3, 2011
Registration deadline for training classes	Tuesday, October 4, 2011
Training classes at Davenport University in software, HTML troubleshooting, usability, audio & video use, and presentation skills	Saturday, October 8, 2011
Web site development time frame for contestants	Sept. 1 - Nov. 3, 2011
Index Page upload deadline	3 PM Friday, Nov.4, 2011
Web site upload deadline	8:59:59 PM Tuesday, Nov. 8, 2011
FTP disabled	9:00 PM Tuesday, Nov. 8, 2011
Judging of first round	Nov. 11 - 21, 2011
Announcement of finalists	Wednesday, Nov. 23, 2011
Notification of finalists	Nov. 23 - Nov. 26, 2011
Finalists' oral presentations and Final Judging, followed immediately by presentation of prizes	Saturday, December 3, 2011



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### Theme and Rules for 2011 Website Design Contest

- **Two Categories: Beginner and Advanced**
- **See chart below to decide which category is appropriate for you.**
- **Contestants may compete as an individual or in a team of two girls, with no change in how the teams are judged.**

**Contest Theme: Magic Genie in a Bottle:** You found a magic bottle and released a genie inside. The genie granted you three wishes. What are they and what do you hope to accomplish with these wishes?

**Background:** MCWTF is sponsoring a website design contest for high school girls. Each year a theme is chosen for the websites that allows the contestants to focus on a specific topic of interest. This year's theme is "*Magic Genie in a Bottle: 3 Wishes.*" The theme hopes to encourage girls to think about their lives and their community (from local to national to global). It is open ended enough to encourage creativity, thoughtfulness, and a little research.

**Theme Development:** You've released a magic genie from a bottle. As a result, the grateful genie granted you three wishes. What are they and what do you hope to accomplish with these wishes?

The website's pages are open to the girls' interpretations of the theme. Some examples of areas to explore are listed below. This list is not meant to be a requirement for the website, but rather it is simply ideas to help start the creative thought process.

- You could choose the 3 wishes based on a category of people. For example, you could make wishes specific to a certain group (family or teachers or politicians, for example).
- You could choose the 3 wishes to affect a certain geographical area (your city, your country, etc.)
- You could choose the 3 wishes based on elaborate fantasy (outer space beings, for example) or new useful inventions.

It may be helpful to explore fiction about magic genies, magic bottles, or magic lamps. The stories may stimulate your own ideas.

**Website Development:** We ask for honesty and integrity from our contestants. Teachers will be asked to verify that a contestant's work is her own. Also, Finalists may be quizzed on how their site was developed. Be careful about plagiarism. (For reference, visit [www.plagiarism.org](http://www.plagiarism.org).)

Web design software is allowed but contest entries that use a pre-made template will be disqualified. If you use design software, make sure you begin with a blank page, NOT a template that the software may offer. A contestant can create her own template from scratch when using software and then that would be acceptable. Just be sure to start with a blank page. It goes without saying that a "Go Daddy"-type template would be disqualified, but even software such as Microsoft Publisher offers template choices. DO NOT choose a template. Instead, choose "blank page."

All pages must be authored in HTML and have the ".htm" file extension. Teams using other authoring languages such as php, Flash or including flash movies will be disqualified. The use of a Cascading Style Sheet (.css) for text formatting is allowed. It is not necessary to include video or sound or photos, but if you do, they must work, or you will be penalized. (continued)

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The websites may become part of the MCWTF site ([www.mcwtf.org](http://www.mcwtf.org)) to educate and encourage other girls. Because of this, we ask that you limit personal information in your website. You may wish to disclose your name in the site or your city, or perhaps even your photo, on the page that includes your sources or references. Avoid specific addresses, dates of birth, phone numbers, email addresses, etc. to protect your privacy.

**RULES FOR EACH CATEGORY**

<b>Beginner Category</b>	<b>Advanced Category</b>
<p>If a contestant is in her first semester or her first or second trimester of web design (or similar) classes, then she should enter the Beginner category of this competition. She may, at her option, enter the Advanced instead.</p>	<p>If a contestant has completed one semester or two trimesters of design (or similar) classes, then she must enter the Advanced category of this competition.</p>
<p><b>FOUR PAGES</b> total: Three pages must be dedicated to your wishes from the genie. The fourth page must list: a) the computer classes you are taking or have taken; b) Source code you used and perhaps altered from other websites, the page of your website it is on, and a description of how you altered it, if you did. c) Software used, if any; d) any other sources you need to reference</p>	<p><b>FIVE PAGES</b> total: Three pages must be dedicated to your wishes from the genie. The fourth page should describe the magic bottle (or lamp), what the genie looks like, and a brief description (story) of how you found the magic bottle. The fifth page must list: a) the computer classes you are taking or have taken; b) Source code you used and perhaps altered from other websites, the page of your website it is on, and a description of how you altered it, if you did. c) Software used, if any; d) any other sources you need to reference</p>
<p>The use of web page templates is not allowed. You may use design software, though, IF you choose "blank page" to begin the project. The use of Adobe Flash software is NOT allowed in the Beginner category.</p>	<p>The use of web page templates is not allowed. You may use design software, though, IF you choose "blank page" to begin the project. Adobe Flash is allowed, but not required.</p>
<p>At least one external link is required.</p>	<p>At least one external link is required.</p>
<p>Link(s) are clearly visible either as underlined text or buttons or highlighted type.</p>	<p>Link(s) are clearly visible either as underlined text or buttons or highlighted type.</p>
<p>Primary and secondary navigation options must be obvious to your audience.</p>	<p>Primary and secondary navigation options must be obvious to your audience.</p>
<p>Pages must display in Internet Explorer 6</p>	<p>Pages must display in all popular browsers</p>
<p>Alt Tags on photos and images are required.</p>	<p>Alt Tags on photos and images are required.</p>
<p>Users must be able to tell where they are from anywhere in the site.</p>	<p>Users must be able to tell where they are from anywhere in the site</p>
<p>All pages should have a descriptive <i>title tag</i> that displays at the top of the browser window.</p>	<p>All pages should have a descriptive <i>title tag</i> that displays at the top of the browser window.</p>



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<p>No audio, video, or animation allowed</p>	<p>One instance of up to 15 seconds of sound or video is allowed in the Advanced category. Video must be accessible without internet connection. Mouseover animation navigation is allowed. Scoring: 3 points for not having any sound or video; 5 points for successfully including it; 0 points for attempting it but it fails to work when the judges visit your site.</p>
<p><u><i>Announcing the winners in the Beginner Category:</i></u>          Twelve (12) finalists will be chosen. All 12 finalists, their family and their teacher will be invited to the Finals Day ceremonies. All will receive Finalist Certificates. The six (6) winners will be announced at Finals Day.          * First Place - \$400          * Second Place - \$250          * Third Place - \$200          * Honorable Mention – (3) \$50</p>	<p>Announcing the winners in the Advanced Category:          Twelve (12) finalists will be chosen. These 12 will present their sites to Finals Judges on Finals Day, using MCWTF laptop and screen. The six (6) winners will be announced at Finals Day.          * First Place - \$750          * Second Place - \$500          * Third Place - \$300          * Honorable Mention – (3) \$75</p>

Questions? Email [Barbkalb@sbcglobal.net](mailto:Barbkalb@sbcglobal.net)

**(See next page for Registration Forms)**



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**MCWTF 2011 WEB DESIGN  
CONTEST REGISTRATION**

REGISTRATION DUE BY END OF THE DAY ON MONDAY, OCTOBER 3, 2011; Contest deadline is Tuesday, Nov. 8, 2011

Name of High School \_\_\_\_\_  
 Address \_\_\_\_\_  
 School Phone \_\_\_\_\_  
 Teacher/Sponsor Name \_\_\_\_\_  
 Teacher/Sponsor Email \_\_\_\_\_  
 Teacher/Sponsor Cell or Other Phone \_\_\_\_\_

**TEAM ONE: Circle one: Beginner or Advanced?** (Note: girls may enter singly or with one teammate)

STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS and CITY with ZIP	PHONE
STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS	PHONE

**TEAM TWO: Circle one: Beginner or Advanced?** (Note: girls may enter singly or with one teammate)

STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS and CITY with ZIP	PHONE
STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS	PHONE

**TEAM THREE : Circle one: Beginner or Advanced?** (Note: girls may enter singly or with one teammate)

STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS and CITY with ZIP	PHONE
STUDENT NAME	EMAIL ADDRESS	HOME ADDRESS	PHONE

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**Teachers:** Contestants may enroll in classes to increase their skills in web design, usability, troubleshooting, and presentation skills. You may also attend with your students, if you wish. Classes are offered at no charge. All classes will be held on Saturday, October 8, 2011 at Davenport University in Livonia, Michigan.

**Note:** Attendance at the Day of Instruction is not a requirement for participation in the contest. If, however, a student signs up to attend the Day of Instruction and, for some reason, finds she cannot attend after all, she **MUST** alert MCWTF prior to the Wednesday before the class, or else she will be dropped from the contest. The reason we do this is because our instructors are busy professionals who plan their lessons around the number of girls expected. In addition, MCWTF provides snacks & lunch for the girls who attend, so we need to order food for the correct number of girls and teachers in attendance.

**The following students will attend the Day of Instruction:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**Will you, as the teacher, attend the Day of Instruction as well? Yes / No**

1. Fax the completed materials, as well as the Parent Releases, to 734-697-7286 OR
2. Scan and email the completed materials to [Barbkalb@sbcglobal.net](mailto:Barbkalb@sbcglobal.net) OR
3. Mail the completed materials to MCWTF Website Design Contest, c/o Barbara Kalbfleisch, 929 E. Huron River Drive, Belleville MI 48111

Deadline: Monday, October 3, 2011

Questions? Call Barbara Kalbfleisch, K-12 Coordinator, at 313-318-5790.



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## MCWTF 2011 Web Design Contest Parent Release

PUBLIC RELATIONS AUTHORIZATION – I authorize the release of my child's name and photograph for use in advertising campaigns, newspapers, or other media sources, including television, in connection with school activities, awards, or honors. Further, I authorize MCWTF to add a link to my child's website after the close of the website design contest. Please print the contact information carefully, as fax machines sometimes distort the writing, making it difficult to read.

Student's Name: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Parent's Phone Number and Email Address:

\_\_\_\_\_

Parent's Signature: \_\_\_\_\_

A signed release form must be included with the student's contest application. Choose from the following:

1. Fax the completed materials to 734-697-7286 **OR**
2. Scan and email the completed materials to [Barbkalb@sbcglobal.net](mailto:Barbkalb@sbcglobal.net) **OR**
3. Mail the completed materials to MCWTF Website Design Contest, c/o Barbara Kalbfleisch, 929 E. Huron River Drive, Belleville MI 48111



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## **Frequently Asked Questions about the Website Design Contest**

### **How will the websites be judged?**

For the first time in the contest's six year history, contestants may choose from two skill categories.

**BEGINNER Category:** One round of judging will occur. Judges will focus on the technical quality, content, and usability of the websites. They will also examine the website's adherence to the contest requirements for the Beginner category. Multiple judges will view each site. Scores from each judge will be totaled. We will announce the top 12 on Wednesday, Nov. 23, 2011. These 12 will be invited to Finals Day on Saturday, December 3, 2011. At Finals Day, the six winners will be announced and presented with their ranking and prize money.

**ADVANCED Category:** Two rounds of judging will take place. The first round will focus on the technical quality, content, and usability of the websites. It will also examine the website's adherence to the contest requirements. Twelve Advanced Finalists will be chosen to compete in a second round on Saturday, December 3, 2011. On "Finals Day," the 12 Finalists will present their websites to the Finals Judges panel. On that day, Winners will be selected not only on their designs but also on their oral presentation to the judges. Parents and teachers of Finalists are invited. At Finals Day, the six winners will be announced and presented with their prize money.

### **What could cause an entry to be disqualified?**

All pages must be HTML based and have the .htm file extension. Teams using other authoring languages such as php or Flash, including flash movies will be disqualified. The use of a Cascading Style Sheet (.css) for text formatting and positioning is allowed.

Web design software is allowed but contest entries that use a pre-made template will be disqualified. If you use design software, make sure you begin with a blank page, NOT a template that the software offers. For example, a "Go Daddy" or Microsoft Publisher-type templates would be disqualified. A contestant may create her own template from scratch when using software.

### **Will a website be disqualified if it uses pre-made elements?**

Yes. A few examples of pre-made elements are: a template of a pre-made drop-down menu, Flash Buttons, or a pre-made button that Dreamweaver offers.

### **What can a contestant do to create interesting elements?**

Your teacher can offer great advice. You could also visit [www.webmonkey.com](http://www.webmonkey.com), which has tutorials and html code suggestions. Also, visit [www.video.google.com](http://www.video.google.com) and search for tutorials about the technique you want to try.

### **What browser will be used by the judges?**

First Round Judges will use their own computers. The contest rules state that Beginners must review their site in Internet Explorer 6, so our judges will use IE6 for any Beginner Category contestant's entry. Advanced contestants must review their sites in a variety of popular browsers. Our First Round Judges will be instructed to review Advanced sites in a variety of browsers. You can use free services such as [www.browsershots.org](http://www.browsershots.org) to test your website using different screen resolutions, browsers, etc.

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**The contest rules say to be careful of plagiarism. How should sources be noted?**

The Contest does not have a mandated format for how you acknowledge your sources. It does, however, require one page of the website for your sources, references, explanations and a description of the classes you may have taken in school and a brief summary of what you learned in the classes. This is new for the 2011 contest.

**My school's computer lab screens are pre-set to 1280 by 1024 resolution. What screen resolution do the judges use?**

In Round One of the judging, each contestant's site will be viewed by multiple judges. Each judge uses his/her own computer. Beginner and Advanced contestants should research the most commonly used screen resolution and design for that format. Although the screen size is set to a specific screen resolution at your school, you probably have the ability to **right click** on the desktop, **select** Display Properties, **choose** the Settings tab and **set** the screen resolution to different settings to see what your site will look like in different resolutions.

If you are a Beginner, you may be using a *Tables format*. If so, you can set the tables to resize automatically.

**Dreamweaver seems to default to .html file extension but the contest requires .htm. What should I do?**

Web pages will work with the .htm or .html file extension but, for our contest, we want the pages to be in the .htm format. This is so the pages will link properly to our index in our server environment. If you are using Dreamweaver, it has a Preferences Menu that allows you to set the default file extension to .html or .htm so you do not have to specify it each time you make a new page.

**I am having trouble uploading my site to the contest's host URL. Help!**

- Dreamweaver can be unreliable for uploading files. Please try using Filezilla. <http://filezilla-project.org/download.php?type=client>
- Confirm you are typing [www.mcwtfwebdesign4girls.net](http://www.mcwtfwebdesign4girls.net) in the host text box in Filezilla. Additionally, check to make sure you are paying attention to the capitalizations in your username and password.
- To view your website on the web, use the following link: [www.mcwtfwebdesign4girls.net/XXXXXXXXX/index.htm](http://www.mcwtfwebdesign4girls.net/XXXXXXXXX/index.htm) **IMPORTANT!** REPLACE THE EIGHT X'S with your own username.
- Note that we have a 2-part upload deadline. By requiring just the index page to be uploaded a few days early, it allows contestants to work through upload glitches that inevitably happen. Revisions can be made to the index page, as well as to any of your other pages, until the final upload deadline. Here are the dates:

Web site development time frame for contestants	Sept. 1 - Nov. 8, 2011
Index Page upload deadline	3 PM Friday, Nov.4, 2011
Web site upload deadline	8:59:59 PM Tuesday, Nov. 8, 2011
FTP disabled	9:00 PM Tuesday, Nov. 8, 2011

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### **I am having trouble seeing my site online.**

Confirm you are uploading your files to the proper locations on the server. Your index.htm and all other HTML pages should be “loose” in your folder/area, which is called your “root folder”. Your images should go in your images folder inside the root folder which is in your root.

### **May I use a video from YouTube in my site?**

Beginners may not use any type of video on their entries. Advanced Category contestants are allowed to use video, but only up to 15 seconds long and they must be placed in the website. The videos must be accessible without internet connection.

### **How is the scoring process determined for the websites?**

Each website will be carefully evaluated by a panel of judges using the following criteria:

#### **General Features**

- Do you have a clear message and purpose, especially on the home page?
- Can the users easily see where they are in your site and how to navigate to other areas?
- Are links obviously links, without saying “click here?”?
- Is non-original content credited?

#### **Clarity of Communication**

- Are you using phrases and concepts familiar to your target viewers?
- Did you check your site for spelling or grammar errors?
- Is the site interesting, informative and/or entertaining?
- Is the writing clear and concise?

#### **Aesthetic Integrity**

- Do the graphic elements of the site have variety and look good together?
- Are the pages well balanced and visually appealing?
- Is it easy to read the text?

#### **Ease of Navigation**

- Is it easy to move around the site?
- Is it obvious how to get back to an earlier page?

#### **Functionality**

Do images show up and does everything work on the site (navigation, links, etc)? You should use a free service that will check everything for you: [www.w3c.org](http://www.w3c.org)

#### **Use of enhanced features**

- Does the site include some graphics, color variety, or some other interesting enhancement?
- Advanced division: If you included sound or video, does it play?

#### **Technical Skill**

- Did you use ALT tags on images?
  - Can users increase the text size using browser controls?
  - Do the pages load in a timely manner?
  - Are you meeting the browser requirements for the level of the contest?
  - Do all pages have a descriptive *title tag* that displays at the top of the browser window?
-