(111) WEB SITE DESIGN, Early Entry (Due April 1)

Web sites can serve many purposes. They may support existing customers, give information, or promote products, services, or ideas.

REQUIREMENTS
1. Your Web site will be judged real-time over the Internet, so it is more than an academic exercise.
2. It must be a fully functioning site that has a clear, practical purpose, which it pursues with creativity and skill.
3. Students are free to use any platform, tools, programs, computer languages, other available resources, or their own development tools.
4. The site must have been developed since the conclusion of the previous WCA Student Convention.
5. No more than two students may participate in the design and development of the site.

ELEMENTS (Variety and Appropriateness) - The site should contain enough variety to hold interest while maintaining an overall consistency that reflects the purpose and desired image of the site. It should conform to the Biblical values and overall convention guidelines regarding appropriateness of subject matter, substance, graphics, etc.

BROWSER FRIENDLY - The site should be fully functional on multiple browsers and viewable on as many computers as possible. Several browsers are in wide use; however, the older the browser that can access your site, the less robust the elements and the more limited the creativity.

GRAPHIC DESIGN - The site should follow generally accepted Internet standards regarding presentation. Some of these regard font styles, spacing, overlay, and other aspects of the presentation. (There are helpful sites on the Web to learn about current practice in these areas.)

CONTENT - For the site to be effective, the content must be clear in its presentation, navigation, functionality, and purpose.

APPROPRIATE - The content of the site should meet the convention guidelines and standards and be appropriate for its intended purpose.

ACCOMPLISHES GOALS - The user should be able to understand and receive benefit from the purpose of the site as intended by the developer. If this doesn't happen, the user will probably leave quickly, and products will not be sold, information will not be imparted, and ideas will not be communicated.

HINTS FROM THE WEB SITE DEVELOPMENT JUDGES
Size is not part of the judging criteria! More is not necessarily better. It is important that a site distinguish itself through quality and value to the user as compared to other sites competing for the same audience. The point values in judging are weighted in favor of the structural organization, because that is essential to site functionality and usefulness. Poor content is changeable, but poor design is the death of a site.

JUDGING CRITERIA

AREAS OF EVALUATION	POSSIBLE POINTS
1. **Purpose -** Website is a fully functioning site that has a clear, practical purpose.	10
2. **Variety** - The site contains enough variety to hold interest while maintaining overall consistency with desired image of the site.	10
3. **Appropriateness** - Conforms to Biblical values and convention guidelines and purpose.	10
4. **Browser Friendly** -The site should be fully functional on multiple browsers and viewable on as many computers as possible.	10
5. **Graphic Design** -The site should follow generally accepted Internet standards regarding presentation.	10
6. **Clear Content - C**ontent must be clear in its presentation, navigation, functionality, and purpose.	10
7. **Accomplishes Goals** -User can understand and receive benefit from the purpose of the site as intended by the developer.	10
8. **Creativity -** Shows uniqueness in content and approach to the material.	10
9. **Engaging -** The presentation is visually attractive and interesting.	10
10. **Progressive -** The site reflects knowledge of current technology.	10
Total Points	**100**