



WEB SITE DEVELOPMENT CONTEST: SENIOR DIVISION

CONTEST CHAIR

Kathleen Moraghan
Eastview Secondary School
421 Grove St E
Barrie ON L4M 5S1
Tel 705-728-1321
Email kmoraghan@mail.scdsb.on.ca

Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

REMINDER - 2 ENTRIES PER SCHOOL

ELIGIBILITY

The senior division OBEA Web page design development contest is open to any students who have completed or are presently enrolled in any Grade 11 or 12 business or computer studies course. Teachers can select two entries per school. The entry package must include the completed Identification Form available at obe.ca (or in this booklet) with each submission and a CD with all required files for each Web site.

CONTEST DETAILS

Students must design and create an e-commerce Web site for potential customers. Students may work in a team environment. The following contest meets the overall expectations from the Ministry of Education Business Studies Grade 11 and 12 Curriculum Guide:

1. E-Business Web Site (from BTA30)

- identify the purpose (e.g., business presence, online ordering, marketing/promotion) and target audience for their e-business Web site;
- design the layout and navigation structure for their e-business Web site, following accepted guidelines (e.g., usability, placement);
- use Web development tools to create an e-business Web site appropriate for the target audience (e.g., appropriate and inclusive content, images, and language). *OR*

2. Multimedia Product (from BTX4C/BTX4E)

- implement an appropriate project management process to complete a team project (e.g., set goals, organize, schedule, budget, control, evaluate);
- create a multimedia product (e.g., school Web site, e-commerce Web site, presentation, animation) in a team environment, using appropriate software;

The contest can be used as an assessment for the BTA30/BTX4C/BTX4E course. The design and creation is not limited to any particular software. Suggested software includes; Microsoft Office Suite, Corel WordPerfect Suite, Microsoft Publisher, HTML or HTML generating software such as FrontPage or Dreamweaver.

CONTEST REQUIREMENTS

1. Audience
Web site should be suitable for students and teachers and potential customers.



2. Web site requirements:
 - a. All pages must include a Navigation Bar.
 - b. All pages must include appropriate backgrounds, photographs and graphics.
 - c. Audio, video and animation may be included.
 - d. NO more than 7 pages per site.

EVALUATION RUBRIC

CRITERIA	Exemplary Level 4	Proficient Level 3	Partially Proficient Level 2	Incomplete Level 1
Knowledge and Understanding	<p>Web site demonstrates a thorough knowledge and understanding of the uses and design of effective Web sites.</p> <p>Web site is easy to read. Fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings enhance the presentation.</p> <p>Horizontal and vertical white space is always used appropriately.</p> <p>Background and colors enhance the readability and aesthetic quality of the text.</p>	<p>Web site demonstrates a considerable knowledge and understanding of the uses and design of effective Web sites.</p> <p>The Web site is generally easy to read. Fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings enhance the presentation. A few minor format changes would enhance the presentation.</p> <p>Horizontal and vertical white space is used appropriately in most places.</p> <p>Background and colors generally enhance the readability of the text.</p>	<p>Web site demonstrates some knowledge and understanding of the uses and design of effective Web sites.</p> <p>The Web site is often difficult to read. Fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings do not always enhance the presentation. Some formatting tools are under or over-utilized.</p> <p>Horizontal and vertical white space is used inappropriately in some places.</p> <p>Background and colors are distracting in some places. They diminish somewhat the readability of the text.</p>	<p>Web site demonstrates a limited knowledge and understanding of the uses and design of effective Web sites.</p> <p>The Web site is difficult to read. Fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings do not enhance the presentation. Many formatting tools are under or over-utilized.</p> <p>Horizontal and vertical white space is used inappropriately so that the content appears cluttered.</p> <p>Background and colors are distracting. They diminish the readability of the text.</p>
Thinking and Inquiry	<p>All research information is clearly and directly related to the purpose of the Web site.</p> <p>Uses planning, processing and creative/critical thinking skills with a high degree of effectiveness.</p>	<p>Most research information is related to the purpose of the Web site.</p> <p>Uses planning, processing and creative/critical thinking skills with considerable effectiveness.</p>	<p>Little research information is related to the purpose of the Web site.</p> <p>Uses planning, processing and creative/critical thinking skills with some effectiveness.</p>	<p>Most research information is unrelated to the purpose of the Web site.</p> <p>Uses planning, processing and creative/critical thinking skills with limited effectiveness.</p>
Application	<p>All of the photographs, graphics, audio and/or video enhance student work and create interest.</p> <p>Creativity and original ideas enhance the content of the Web site in an innovative way.</p> <p>All of the Web site navigation links and all sections connect back to the main table of contents or Home page.</p>	<p>Most of the photographs, graphics, audio and/or video enhance student work and create interest.</p> <p>Most of the files show use of creativity and original ideas to enhance the content of the Web site.</p> <p>Most of the Web site navigation links and most sections connect back to the main table of contents or Home page.</p>	<p>Few photographs, graphics, audio and/or video are inappropriate and do not enhance student work or create interest.</p> <p>Some use of creativity or original ideas is evident that enhances the content of the Web site.</p> <p>Some of the Web site navigation links and some sections connect back to the main table of contents or Home page, but sometimes the links do not connect to preceding pages or to the original index or Home page.</p>	<p>The photographs, graphics, audio, and/or videos are inappropriate, do not enhance student work and distract from content.</p> <p>No use of creativity or original ideas is evident that enhances the content of the Web site in an innovative way.</p> <p>There are significant problems with Web site navigation links and many sections do not connect back to the main table of contents or Home page or preceding pages.</p>
Communication	<p>All of the components demonstrate the use of clear, well organized, and accurate written communication.</p> <p>The text has no errors in grammar, capitalization, punctuation, and spelling.</p>	<p>There are only one or two occurrences of unorganized, inaccurate, or difficult to interpret written information.</p> <p>The text has a few errors in grammar, capitalization, punctuation, and spelling. These require minor editing and revision.</p>	<p>There are three or four occurrences of unorganized, inaccurate, or difficult to interpret written information.</p> <p>The text has 4 or more errors in grammar, capitalization, punctuation, and spelling requiring editing and revision.</p>	<p>There are more than four instances of unorganized, inaccurate, or difficult to interpret written information.</p> <p>The text has more than 6 errors in grammar, capitalization, punctuation, and spelling. It requires major editing and revision.</p>