



WEBSITE DESIGN

Type: Individual or Team
Submission: URL and Statement of Assurance
Rating Sheet: <http://www.fbla-pbl.org/media/Website-Design-FBLA-Rating-Sheet.pdf>

Overview

Two parts: a prejudged project and a presentation.
Competitors must complete both parts for award eligibility.

No changes may be made to the submission between the regional conference due date and the state conference.

2019 Topic

Accuracy is a new accounting firm that specializes in performing accounting responsibilities such as bookkeeping, taxes, audits, annual reports, and more for private and independent entrepreneurial businesses. Accuracy has hired you to create a website and must include the following components:

- Introduction to the website using a Flash or Flash-type animation
- Company overview to include its mission statement, services it offers, company history, staff information, and one other item generally found on a company's website
- Customer service information
- Interactive calendar to view and schedule appointments and meetings with clients
- Links, site map, FAQs, pricing/rates, and a "contact us" option

Specific Guidelines

- The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements.
- The website should be shown to the judges.

Procedure

Region and State: Prejudged

- Competitors will submit a Statement of Assurance containing the URL to the regional director by the date established annually. Submissions will be prejudged only at the regional level.
- Competitors must prepare projects.
- Competitors are expected to follow all applicable copyright laws; any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project
- When applicable, the use of templates must be identified.

State: Presentation

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- The presentation should follow the rating sheet.

Eligibility

- Each chapter may submit one entry. The 1st and 2nd -place regional winner will compete at the state level.
- Competitors must pay dues by March 1.
- No more than one (1) team member may have competed in this event at a previous State or National Leadership Conference.
- Competitors cannot be replaced or substituted for prejudged events.

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.

Presentation

Equipment Setup: 5 minutes

Performance: 7 minutes

Warning: 6 minutes

Penalty for over time: 5 points

Q & A: 3 minutes