



world **skills** uk

Web Design

Competition overview

**This is a generic brief for all levels. Once you have entered the competition online the competition brief will be emailed to you.**

Enter online by 28<sup>th</sup> February 2008

| entry requirements                     |  |
|--|--|
| <b>Who can enter?</b>                  | This competition is open to all learners and trainees who are enrolled on a post 16 qualification at a college, university or training within the Industry (for example: an Apprenticeship Scheme). Competitors should be working towards an NVQ, SVQ, ITQ or an equivalent Level 2, 3 or 4 qualification or have the the relevant training or experience.   |
| <b>Individual and/or team event?</b>   | Individual entries only for this competition   |
| <b>How many competitors can enter?</b> | Entries are restricted to 3 entries per organisation.<br><br>(Entries that have been submitted by individuals will be accepted providing their organisation has not submitted 3 entries already).  |
| <b>Competition structure</b>           | <p><b>Step 1</b> Register for this competition at <a href="http://www.worldskillsuk.org/account">http://www.worldskillsuk.org/account</a> by <b>28<sup>th</sup> February 08</b></p> <p><b>Step 2</b> <b>For intermediate, advanced and higher levels:</b><br/>Submit entries by 2<sup>nd</sup> May June to<br/>WorldSkills UK Web Design competition<br/>Milton Keynes College<br/>Chaffron Way Centre<br/>Leadenhall<br/>Milton Keynes<br/>MK6 5LP</p> <p><b>Step 3a</b> <b>For All levels:</b><br/>Short-listed competitors are invited to the UK final to exhibit their work at the WorldSkills UK Cultural and Creative Arts exhibition, <b>11 June 2008</b> at the <b>Lighthouse in Wolverhampton</b>.</p> <p><b>Step 3b</b> <b>For All levels:</b><br/>Short-listed competitors are invited to the UK final to participate in a 3 day live event* to be held at Milton Keynes College, dates to be confirmed.</p> <p>*Competitor accommodation and travel expenses will be paid</p> <p><i>Competitors will be competing for a chance to be short-listed to represent the UK in Calgary, Canada WorldSkills 2009. UK Final winners are <b>not</b> automatically selected for WorldSkills. Competitors must go through rigorous training to be selected for the UK squad.</i></p> <p>For those wishing to be selected for the WorldSkills competition in 2009, competitors must be born on or after 1 January 1987</p> |

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## contact details

For technical advice about the competition contact:

Jennie James

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Email: [Jennie.James@mkcollege.ac.uk](mailto:Jennie.James@mkcollege.ac.uk)

For registrations, cancellations, contact

WorldSkills UK Contact Centre:

Phone: 0800 612 0742

Email: [worldskillsuk@ukskills.org.uk](mailto:worldskillsuk@ukskills.org.uk)

## competition description

This competition comprises of the design and production of a website.

The first part of this competition is 'passive', meaning that all entries are sent to the judges by the 2<sup>nd</sup> May 2008. The judges are a panel of professionals in the field of web design.

Competitors will be required to design and construct a website for a set project to be supplied after registration. Each competitor will be supplied with an information pack giving all project details, rules, guidelines and marking schedule for the 'passive' part of this competition at the level that they have registered for. This will be provided electronically.

Competition entries will be judged and competitors will be notified of the results via email.

### **For All levels:**

Short-listed competitors are invited to the UK final to exhibit their work at the WorldSkills UK Cultural and Creative Arts exhibition, **11 June 2008** at the **Lighthouse in Wolverhampton.**

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**For All levels:**

Short-listed competitors are invited to the UK final to participate in a 3 day live event to be held at Milton Keynes College, dates to be confirmed.

## The scope of the competition

The competition requires individuals to design a website from conception to completion. Several pages must be designed and be easily navigated. The competition covers the following:

- A topic that has been supplied within a project pack
- The use of images and text
- Planning, design and construction of the website.

The skills required will vary to reflect the different levels. Competitors **MUST** provide a printed hard copy as evidence of the design processes to show how and why the design has come about. Guidelines for this are in the supplied project pack

## Description of the competition entries

Competition entries will be based on the instructions prepared by the organisers. These instructions will help the competitor to conform to the following requirements:

**Chosen topic**

1. Ensure that the website identifies and relates to the topic that has been set.
2. Give an explanation of who the end users are and identify details such as age, gender and value to the proposed end user.
3. Create a site map and storyboards to identify how pages are linked and how the information that will be contained on each page.
4. Produce a report on the use of the resources that have been supplied.

**Use of software functions**

Enter online by 28<sup>th</sup> February 2008

1. Name the various software packages used and give a description as to how and why they were used.
2. Produce a set of linked web pages using a web editor. The site can also include external links.

The web site's usability

1. Does the web site match the identified audience?
2. Is the site easily to navigate and has a logical sequence of linked pages?
3. Has the resources that were supplied been used effectively?
4. Has the site been designed and constructed to a professional level

## The preparation, conduct and marking of the submissions

The instructions that have been supplied in the project pack ensure that the following allocation of marks will be awarded:

Level 2.

- |                    |     |
|--------------------|-----|
| • Documentation    | 15% |
| • Site Map         | 5%  |
| • Storyboards      | 15% |
| • File Management  | 15% |
| • Use of Resources | 20% |
| • Completed Site   | 30% |

Level 3

- |                            |     |
|----------------------------|-----|
| • Documentation            | 10% |
| • Site Map                 | 5%  |
| • Storyboards              | 15% |
| • File Management          | 15% |
| • Use of Resources         | 15% |
| • Logo Design and Creation | 10% |
| • Completed Site           | 30% |

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Level 4

- |  |     |
|--|-----|
| • Documentation                            | 5%  |
| • Site Map                                 | 5%  |
| • Storyboards                              | 15% |
| • File Management                          | 10% |
| • Design and Creation of Images            | 15% |
| • Design and Creation of Animation & Sound | 20% |
| • Completed Site                           | 30% |

Competitors work will need to be submitted with the required documentation as specified in the project pack supplied to the competitor upon registration.

The submission must indicate the level of the qualification(s) being pursued by the competitors.

Each submission will be assessed and marked by a panel of 3 judges who have expertise within IT/computing using the above broad criteria and allocation of marks. The detailed interpretation of the criteria will reflect the different levels of the competitors' vocational education and training programmes. Hence there will be 3 sets of winners:

- one set from competitors pursuing level 2 qualifications
- one set from competitors pursuing level 3 qualifications
- one set from competitors pursuing level 4 qualifications

The panel's decisions will be independently quality assured before the winners are announced.

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