



Theme, Calendar, Rules, FAQ, and Resources

2014 MCWT Website Design Competition for High School Girls in Michigan

- Two Categories: Beginner and Advanced
- Contestants may compete as an individual or in a team of two girls, with no change in how the teams are judged.

Competition Theme: “Repurposing: The ultimate in creativity and recycling.” Create a website that illustrates unexpected uses for items – from old items to everyday items to unused items.

The websites may become part of, or be linked from, the two MCWT Foundation sites at www.mcwt.org or at www.MCWTwebdesign4girls.net. Because of this, we require that you limit personal information in your website. You may disclose your name, your school, or perhaps even your photo, on your 5th page. (See the rules for the page requirements.) You must avoid addresses, dates of birth, phone numbers, email addresses, personal website links, etc. to protect your privacy.

In addition to the chart of rules below, helpful resources are posted at MCWTwebdesign4girls.net.

A private username and password will be sent individually and privately to each contestant in order to allow a team to upload its site.

Teachers will be asked to verify that a contestant’s work is her own. Also, Finalists may be asked technical questions regarding the development of her website.

MCWT 2014 Website Design Competition Schedule	
Event	2014 Dates
Competition officially opens with announcement of the 2014 theme	Monday, Sept. 1
Registration deadline	Wednesday, Oct. 1
Registration deadline for free instruction	Friday, Oct. 3
Instruction in website design (optional), held at Davenport University’s Livonia campus	Saturday, Oct. 11
Instruction in website design (optional), held at Michigan State University in East Lansing	Saturday, Oct. TBD
Website development time for contestants	Sept. 1 – Nov. 13
Index Page upload deadline	7 PM Wednesday Nov. 5



Completed Website upload deadline	8:59:59 PM Wed., Nov. 12
FTP disabled	9:00 PM Wed., Nov. 12
First round judging time frame	Nov. 15 – Nov. 25
Announcement of finalists via email to all contestants and teachers	Saturday, Nov. 29
Finalists' presentations, followed immediately by announcement of winners and presentation of prizes; Location: Blue Care Network Auditorium in Southfield	Saturday, Dec. 6, 9 AM

2014 Rules
MCWT Website Design Competition for High School Girls in Michigan
www.MCWTwebdesign4girls.net

Are you a Beginner Contestant or an Advanced Contestant?	<u>Beginner Category</u> If it's checked, it's a rule!	<u>Advanced Category</u> If it's checked, it's a rule!
<p>If you (and your teammate, if any) are in your first semester or first trimester of web design (or similar) classes or have never taken any web design classes, then you may enter the either the Beginner or Advanced category. If you have completed any web design (or similar) classes, you MUST enter Advanced.</p>		
<p><u>Announcing the winners:</u> Twelve (12) finalists will be chosen in each category. All 24 finalists, their families and their teachers will be invited to the Finals Day ceremonies on December 6, 2014 at Blue Care Network in Southfield. ADVANCED Finalists will present their sites to the Finals Day judges. BEGINNER Finalists' sites will have been reviewed in advanced by the Finals Day judges. The six (6) top finishers in each category will be announced at Finals Day.</p>	<p>1st Place - \$400 2nd Place - \$250 3rd Place - \$200 Honorable Mention – (3) \$50</p>	<p>1st Place - \$750 2nd Place - \$500 3rd Place - \$300 Honorable Mention – (3) \$75</p>



General Rules		
<p>FIVE PAGES total: One page must be your home (index) page, which introduces the 2014 topic of “Repurposing”. Three pages must be dedicated to your discussion of three items or categories of items that illustrate the theme of Repurposing. The 5th page must list:</p> <ul style="list-style-type: none"> a) The computer classes you are taking or have taken; b) HTML code you used from other websites, the page of your website the code is on, and a description of how you altered it, if you did. See FAQ and the Resources page for more information. c) Software used, if any, including image-editing software d) Any other sources you need to reference 	√	√
You may use design software IF you choose "blank page" to begin the project. The use of templates created by others is not allowed.	√	√
Usability Rules		
Your site must include: a) adequate text-to-background contrast; b) easy-to-read font size; c) easily identifiable navigation with clear and concise labels; d) consistent styles and colors; e) text without spelling and grammar errors	√	√
Both Alt Tags AND Title Tags on images are required. See our FAQ and Resources pages for more information.	√	√
Primary and secondary navigation options must be prominent, consistent and intuitive (easy to identify). The links must work.	√	√
Technical Rules		
Home page must be named index in its url. (Example: index.html)	√	√
Must utilize current versions of web development languages. (See http://www.w3.org/standards for the current version).	√	√
At least one external link is required and it must open in a new window. The link must support or enhance the content of your site.	√	√
Links to personal websites, personal social media pages, or “email me” links are NOT allowed. These rules are to protect your privacy.	√	√
Your site must function & load quickly in all major browsers.	√	√
The use of animation software is not allowed.	√	
Your site should render well on both a computer and on a mobile device. See our Resources pages for more information.		√
A social media link is required as a 2nd external link. It must open in a new window. See our FAQ page for more information.		√
Design Rules		
Individual page names must be descriptive.	√	√
Images must load correctly. Original images will be scored higher than non-original images. See our FAQ and Resources pages for more information about possible copyrights on non-original images.	√	√
The filenames that precede '.html' may not contain special characters, spaces, or capital letters. The filenames must be similar or identical to both the title on the page as well as the navigation button labels.	√	√



No audio, video, auto-scrolling, or animation is allowed, except for mouse-over movement. Mouse-over movement is allowed but not required.	✓	
CSS is preferred for layout, but not required. Tables should be, ideally, used for tabular data only, not for layout. See our FAQ and Resources pages for more information.		✓
One instance of up to 15 seconds of ORIGINAL sound or video or animation is mandatory. It must relate to the topic.		✓

Frequently Asked Questions:
Supplemental Information to the Website Design Competition Rules
If it's in here, it's a rule! The chart of rules clearly references this [FAQ document](#).

What could cause an entry to be disqualified?

Web design software is allowed but 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, "Go Daddy" or Microsoft Publisher-type templates would be disqualified. A contestant may create her own template from scratch when using software. Your software must be listed on page 5 of your site.

May we use HTML code snippets or pre-made elements that we find on other sites?

This question requires a complicated answer. Professional website designers today often use code created by others. Our Resources page even includes sites that offer sources for HTML code. Our Advanced contestants actually need code created elsewhere to fulfill the "social media" requirement. Facebook, for example, provides code that can be copied and pasted into your website to create the Facebook logo.

But here comes the complicated part. This is a website design competition, not a copy & paste competition. If the site from which you learn about HTML code to create a special look is primarily a site for training or instructional or tutorial or educational purposes, AND you cite it on your Credits/Resources page, then that is OK.

Be cautious of sites that have advertisements or links to downloads, in addition to its offer of free code snippets. An example of a site that you should avoid is Glittergraphics. It offers cool effects and graphics but requires no thinking or learning on your part. It has advertisements on it, too, including some with offers that may be inappropriate for teens. It even offers a download of a free photo editor. But clicking that download link may cause malware to be inserted into your computer. It may make other changes, too, such as installing its own tool bar on your computer. You should ask your teacher for advice if you have any questions. REMEMBER: MCWT offers a list of resources and open source downloads. See our Resources and Tutorials page below!

Is a website entry scored higher if it contains special effects?

Not necessarily. Although a teen may think something is cool or tricky, our judges want to see things that enhance the design of the website and not just decorate it. If your site is selected as a Finalist, you may be asked to orally demonstrate your understanding of any special code you used or modified.

What can a contestant do to create interesting elements?

Your teacher can offer great advice. You could also visit www.webmonkey.com. It has tutorials and html code suggestions. Also, visit www.video.google.com and search for tutorials about the technique you want to try. Be sure to check the Resources link on mcwtwebdesign4girls.net for more sites to explore.



What browser and screen resolution will be used by the judges?

First Round Judges will use their own computers and will be instructed to check your site in all current browsers. Free services such as www.browsershots.org can test your website using different screen resolutions, browsers, etc. Judges will not use a tablet to view the Beginner websites. If you are an Advanced contestant, the judges will use a computer to judge your site but will also look at your site on a mobile device to see how it appears.

I know I must be careful of plagiarism. How should sources be noted?

The competition does not have a mandated format for how you should 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. For reference, visit www.plagiarism.org. If a source for an image requires you credit the source on the same page as the image, then you must honor that requirement. Keep in mind that original images will be scored higher than non-original images.

How do I know if an image I find on the internet is copyright-protected?

This is a tricky legal question. You may see sites that offer “free” images or “stock” images. That does not mean “no permission needed from artist/photographer.” In general, sources must be credited and permission must be requested. Even Flickr! A safe thing to do is read the “Legal” or “Terms of Use” page at the bottom of any image site. The SAFEST thing to do is create your own original images (drawings, photos, etc.). Review <http://creativecommons.org/about> for more information about using images. You may want to actually quote the Creative Commons statement OR provide a link to it as proof. It appears that each photographer can specify how the photo is used and whether this photographer allows sharing for non-commercial use. The judges will see that you were thoughtful about your use of the photo -- making sure it is available to the public for non-commercial use.

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

- Confirm you are typing www.mcwtwebdesign4girls.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.MCWTwebdesign4girls.net/XXXXXXXXX/index.html
- **IMPORTANT!** REPLACE THE EIGHT X’S with your own username.
- If that still doesn’t work, and your teacher is unavailable, call or email us.

What is that Index Upload deadline on the calendar all about?

The competition volunteer team at MCWT wants all contestants to understand how to upload your site to MCWTwebdesign4girls.net before the final deadline of 8:59:59 PM on Nov. 12. You can upload an index page that just says “Hello there” if you want to. The judges will NOT see your index page. If you can’t figure out the FTP (File Transfer Protocol) using FileZilla, we want you to get help from us in advance of Nov. 12. You could try the upload of a fake index page as soon as we send you your username and password in late October. You don’t have to wait until November to try uploading. Again NO JUDGES look at anything you upload until after the final deadline of Nov. 12.

Can an ADVANCED contestant have a 15 second flash item AND a 15 second audio/video clip?

No. You’ve got 15 seconds total. If you want to try a 5 second flash and still include a 10 second video, that’s fine. The reason we keep it short is because it takes up a lot of file size on our server. Also,



our judges are busy I.T. professionals who may be judging the sites at their offices. They are interested in seeing that you know HOW to create sound or video or animation. To do that, 15 seconds is adequate Remember that you can have JUST animation, if that's what you want. The rules require (for Advanced) 15 seconds of animation OR audio OR video.

I am having trouble seeing my site online. What can I do?

Confirm you are uploading your files to their proper locations on the server. Your index.html and all other pages should be all together in your server space and your images should go in the pre-made images folder inside that.

May I use a video from YouTube in my site?

Beginners may not use any type of video on their entries. Advanced contestants are allowed to use video, but it must be original and only up to 15 seconds long. It must be embedded in the website. Judges should not have to click on a link to see your video. Our servers can't handle long videos from all our contestants, so that is why we limit the length. If you use YouTube to store your original 15 second video, then you may embed it in your site without using a link.

What does this mean: "Advanced contestants must incorporate social media in a link"?

Incorporating links to blogs, social feeds and other social media such as Facebook™, Pinterest™, Twitter™, Digg™, Instagram™, or Tumblr™ demonstrates to the judges how tech savvy you are. Your link may be a "badge" (symbol) of the social media website to which you are linking. Remember, though, that we need to protect your privacy. So, please don't link to your personal pages, unless the page is specifically about how you are creating this website for the competition. You could link to the site's sign-in page or even to MCWT's Facebook or Twitter page.

Must contestants use alt tags so people who use screen readers can hear the text?

Yes, you must have alt (alternative) tags. Alt tags are a "best practices" goal for any website. Without alt tags, a screen reading device would not know what to read to a visually impaired visitor to your site. The screen reader needs a description of what an image is. Example: "photo of Jane Doe in the year 1925" Don't confuse alt tags with image tags (also known as title tags), which show up when you mouse-hover over an image. Both are required.

What is tabular data?

Tabular data = data that belong in columns and rows. Tables can be an easy way for Beginners to neatly line up paragraphs and images on their sites. (Be sure to make the lines invisible when you're done.) Using tables, though, is becoming out-of-date as a design tool. CSS is considered a "best practice."

Resources and Tutorials

Try these sites first, before doing a generic topic search. This list could save you from being inadvertently sent to a spam site or an advertising site.

Tutorials	URL	Description
MCWT Foundation	http://www.mcwtwebdesign4girls.net/tutorial/player.html	Although this tutorial for Kompozer (open source design software) is from 2012, it is lighthearted and easy to understand.



ChristensenAcademy.org	http://www.youtube.com/watch?v=iFTvH_5PhWY	Excellent 4 minute video explaining the difference between alt tags (attributes) and title tags (attributes)
Microsoft's DigiGirlz	http://www.microsoft.com/en-us/diversity/programs/digigirlz/onlinerecourse/web/index.aspx	Beautiful and simple website design tutorial, made by Microsoft's DigiGirlz group, including basic HTML instruction
W3schools.com	www.w3schools.com	A site with tutorials explaining a wide range of web development essentials
HTML Goodies	http://www.htmlgoodies.com/introduction/intro/	Non-technical information about building a website
Ehow.com	http://www.ehow.com/how_84728_24_build-website-powerpoint-2010.html	A simple explanation for building a website using Power Point. Just be sure to start with a blank page! No templates allowed in our competition.
InternetBrothers.com	http://internetbrothers.com/tiptool.htm	Need help getting started on your website? This offers easy-to-understand guides for beginners.
HTML Dog	http://htmldog.com/guides/htmlbeginner/	Nice site, broken up into small tutorials for beginners
NewMediaBytes.com	http://www.newmediabytes.com/2008/12/28/understanding-web-browser-anatomy-terms/comment-page-1/	Offers definitions and illustrations of terms such as Title Tag
WikiVersity	http://en.wikiversity.org/wiki/Wikiversity:Main_Page	Type "web design" into the search window to find some nice tutorials.
Free Software	URL	Description
Kompozer	http://www.kompozer.net/	Kompozer is the recommended free download software, especially for those in the Beginner category. It is a complete web authoring system that combines web file management and easy-to-use WYSIWYG ("What you see is what you get") web page editing, without needing to know HTML or web coding.
Filezilla	https://filezilla-project.org/	Filezilla is the recommended free downloadable "FTP" software for uploading your site to MCWT.
GIMP	http://www.gimp.org/	GIMP works like Photoshop but it's free! Use it for tasks such as photo retouching , image composition and image authoring . The site has tutorials, too!
Microsoft.com	http://windows.microsoft.com/en-us/windows-live/movie-maker#tl=overview	Free Windows Live video editing software.
Freemake.com	www.freemake.com	Free downloadable multi-media conversion software
SourceForge	http://sourceforge.net/directory/os:windows/freshness:recently-updated/	Reliable source for open-source (free) software
Places to find cool tools	URL	Description
Css3generator.com	http://www.css3generator.com	Online code generator for current CSS3 effects



Jqueryui.com	http://www.jqueryui.com	Jquery information and downloadable libraries
Fontsqirrel.com	http://www.fontsqirrel.com	Free fonts and webfont generator
Bootstrap	http://getbootstrap.com/2.3.2/index.html	Offers help for faster and easier website development.
Web Monkey	http://www.webmonkey.com/code-snippets/	Provides free html code snippets
Web Monkey	http://www.webmonkey.com/2010/02/color_charts/	To add a color to your web page, you'll need to use what's called the hex code. This page shows all the colors and their hex codes.
Web Monkey	http://www.webmonkey.com/2010/02/html_cheatsheet/	The most common HTML tags and their proper syntax
Tineye.com	www.tineye.com	Use this site to see the original source of an image. It's a "reverse look-up" tool.
HTML Goodies	http://www.htmlgoodies.com/	Good site to search for HTML information and explanations
BibMe	www.bibme.org	Free auto-fill automatic bibliography maker
WikiMedia	http://commons.wikimedia.org/wiki/Main_Page	Free Creative Commons images (but remember: this competition's judges give higher scores to original photos/images higher than images from the web)
JQuery	http://jquery.com/	Advanced contestants may find this helpful for animations, buttons, etc.
ColorMatters.com	http://www.colormatters.com/color-and-design/basic-color-theory	Simple discussion of the color wheel, intended to help understand color combinations
GIFBot	http://www.netmechanic.com/GIFBot/optimize-graphic.htm	Graphics software can compress images for faster loading. Upload the graphic file where indicated and it will compress it for you.
"Best Practices" Advice	URL	Description
Usereffect.com	http://www.usereffect.com/topic/25-point-website-usability-checklist	A checklist of best practices
Terrymorris.net	http://www.terrymorris.net/bestpractices/index.htm	A checklist of best practices
WebsiteHelpers.com	http://websitehelpers.com/design/	A discussion of best practices in design.
Troubleshooting	URL	Description
Browsershots.org	http://www.browsershots.org	Enter your site's URL where indicated. It will alert you to any compatibility issues when your webpages are seen in popular browsers.
Websiteoptimization.com	http://www.websiteoptimization.com/services/analyze/	Enter your site's URL where indicated. It will estimate loading speed and give tips for improvement.
Responsive Tools	URL	Description



Device Resolution Reference	http://spirelightmedia.com/resources/responsive-design-device-resolution-reference	The latest screen resolutions are pushing the boundaries of what was previously thought possible. This great article in .NET magazine explains the impact that these high resolutions will have on web design.
Am I Responsive	http://ami.responsivedesign.is/	An easy to use tool to see if your website properly responds to mobile devices.

Uploading Your Site - The Process

To submit your website, you will need to upload it to our hosting server. Once it is on our server, our judges can go online to view it for the first round of judging.

Upload your website to our server with free software called FileZilla. Download and install FileZilla at <http://filezilla-project.org/>. Select "Download FileZilla Client."

To allow you to connect to our server through FileZilla, the MCWT Foundation will provide you with the following:

- The host name: www.MCWTwebdesign4girls.net
- A unique User Id that MCWT will provide to you;
- A unique password that MCWT will provide to you; and
- The URL to view your website online.

The usernames and passwords will be provided in October. In the meantime, please make sure you have downloaded FileZilla, either to your computer or to a memory stick. School firewalls may prevent it from downloading to a school computer. In this case, download it at home to a memory stick.