



# Oxfordshire Schools Web Competition 2009 Competitors' Pack

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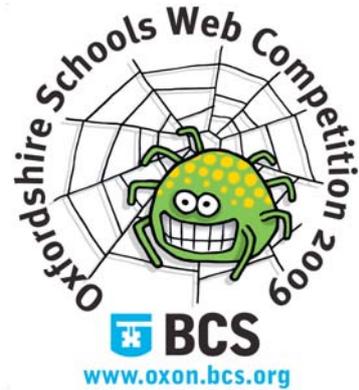
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## Welcome!

Thank you for your interest in this competition and for completing our sign-up form. We look forward to receiving your entry and the enjoyable process of judging all the sites. This is the pack with the details you need to enter the competition as well as some general information about the BCS.

If you do have any more questions after studying this pack, please don't hesitate to contact us via the competition website or by e-mail at [oxon.webcomp@bcs.org.uk](mailto:oxon.webcomp@bcs.org.uk) and we will try to answer your query.

We're lining up lots of exciting prizes, including:

- The BCS Oxfordshire Schools Computing Challenge silver cup;
- High-spec. PC equipment for your school;
- High-tech individual prizes - last year the budget for prizes was great; this year it's even better! Details will be revealed over the coming weeks;
- And, of course, the best entries will be invited to the grand prize giving event on **Wednesday, 24<sup>th</sup> June 2009** at the Shrivenham campus of Cranfield University. This is always a great experience and includes a private tour of the military hardware on show at the Defence Academy.

You can start designing and building your site as soon as you like. When it's finished, you must submit your entry before the closing date of **Monday, 27<sup>th</sup> April 2009**.

You can keep yourself up to date with the latest competition news by visiting our Web site at [www.oxon.bcs.org/webcomp](http://www.oxon.bcs.org/webcomp)

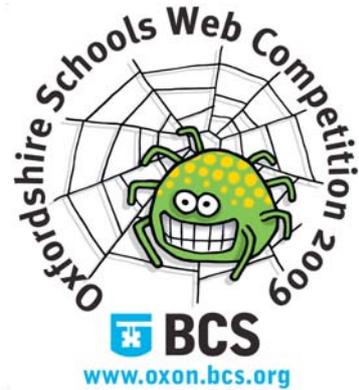
Finally, please take a moment to familiarise yourself with the work of each of our sponsors by following their links from our competition pages. Without their support, and generous donations, this competition would not exist!

Good luck!!

Tim Lambertstock  
Web Competition Committee  
BCS Oxfordshire Branch

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## Rules

The Competition is open to all schools in Oxfordshire, and will be run according to the following rules:

1. All work must have been done by students aided only by Parents or Teachers in the manner normally applied to all other school course work.
2. Your entry must be received by the closing date of 27<sup>th</sup> April, 2009.
3. Your entry must be sponsored by a member of staff from your school.
4. Your entry should be a set of web pages with a theme relevant to your school activities aimed at educating or informing its intended audience, together with a brief description of how the site was built (see Marking). It could be a complete web site or a self-contained subset of a larger web site (for example your school's web site).
5. The web site does not need to have been created specially for this competition, but it should be original work created within the current school year.
6. The site should illustrate the effective use of the Internet, but also show you are aware of the potential risks. (For background, see: <http://schools.becta.org.uk/index.php?section=is>)
7. It must be possible to view all the pages in approximately 10 minutes.
8. You may submit the entry in the form of a URL linking to a live site or on CD. The submission form will be available online from March 2009.
9. Online sites should be available 24-hours a day and, preferably, should not be password protected.
10. The judges may use any of the popular browsers to view your site; specifically Internet Explorer, Mozilla Firefox, Netscape, Safari and Opera. You may, if you wish, include code which exploits features of a particular browser, but if you do, you should make sure that users of other browsers have an alternative way to access the same information.
11. If you wish, you may enhance your site with Javascript and Java applets, but you should not require users to install proprietary tools or plugins.
12. A school may submit several entries, but a school cannot win more than one prize in the same category.
13. The judges reserve the right to discuss any entries with the team members involved to ensure the rules of the competition have been maintained fairly.
14. Other than the above, the judges will not enter into any communication with the entrants regarding a particular entry.
15. The judging panel is made up of volunteers from the BCS organising committee, who are all experienced ICT professionals, and their decision is final.

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## Marking Scheme

The judges will award marks under the headings shown below.

However, don't be put off by the marking scheme – basically, all we are saying is that the site should look good, it should be easy to find your way around it, and the information should be of high quality, interesting and useful. The entry does not have to be elaborate. A website which is easy and logical to use will score higher than one which is complex and difficult to navigate.

### **Design (20%)**

- Neat and tidy pages with logical and consistent layout
- Good use of colour and layout with a small range of blending and nicely contrasting colours
- Text broken by lines, images and bullets
- Clear and legible text: dark on light or light on dark
- The design of the site, pages and graphics assist user comprehension

Credit will be given for good design, rather than elaborate features and gimmicks.

### **Content (30%)**

- The pages engage and hold the users' attention and interest
- They educate or inform the intended audience
- Your own words - not copied and pasted from another site
- Information about who has written the pages
- Accurate, complete, up to date and unbiased information
- A theme relevant to your school activities (See section on Theme)
- Identified sources of information with hyperlinks to sites used for research if appropriate
- Where people can go to explore the subject further
- Correct spelling and grammar

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### **Audience Awareness (10%)**

- An introduction to the site and its intended audience (not necessarily on the home page)
- Content and language appropriate for the intended users
- Attention to needs of different kinds of users, including those with special needs

### **Functionality (20%)**

- Easy navigation – how are people going to use the site and where will they want to go next within it
- Consistent use of menus, buttons, and other icons
- Alternative routes through the material
- No broken links
- A site map and/or "breadcrumbs" if appropriate
- Elements working as expected - for example any visual, audio and interactive features
- An awareness of the security and safety issues

### **Something extra or special (10%)**

- Evidence of particular creativity or design flair
- Interactivity - working e-mail or other feedback option
- Animation (if it adds value to the experience of using the site, not just as a gimmick)
- Encouragement for users to find answers to questions.

### **Description (10%)**

A write-up of how you built your web site, including:

- Why you chose this design, the tools you used and any interesting challenges that you faced
- How the team worked together and the roles of each team member (e.g. artist, writer, photographer, technical expert etc.)
- How the site links in with your school or community activities
- What you have done to make the site usable and how you checked its usability
- How you tested the site – both from a technical and a user perspective.

You may submit the description as a separate file or (preferably) in pages on the web site itself.

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## Theme

You are strongly encouraged to build your competition entry with a theme relevant to your school activities. It needs to educate or inform the intended audience.

This gives a very “open ended scope” but some examples might include:

- Some sort of online community, such as a club site, or area of shared interest
- A community site possibly linking school with external activities, e.g. sports or recycling
- A revision or support site associated with school work
- A science or geography project
- Improving your school environment, such as building a wild area

However, we are sure you will be able to be much more creative!

The judges will be looking for high quality content, supported by team working, imagination, good design and ease of use.

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## How to Submit your Entry

### 1. Over the internet

Where possible, competition entries should be submitted as a link to a live web site. The competition entry website will need to be publicly available on the Internet, preferably at all times, and may be a sub-section of your school's website.

To submit your entry as an Internet site, please complete the submission form on the competition web site [www.oxon.bcs.org/webcomp](http://www.oxon.bcs.org/webcomp). If your supporting description is not online as part of your website, then this can be e-mailed as a text document in MS Word or PDF. Details of where to send this document will be included on the website.

### 2. By post on CD

If you cannot make your competition entry available via the Internet, then you may send your entry by post.

To submit your entry by post, complete the submission form found on the competition web site [www.oxon.bcs.org/webcomp](http://www.oxon.bcs.org/webcomp), and click the print button. The address to post your entry will be included on the printout.

CD entries must be readable on a Microsoft Windows computer, and the entry should be directly accessible without needing other software.

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