YSU   **Press Day**   *TCJA*

2008   Web Design Contest Judging Criteria (FORM W2)   2008

Web sites must be designed for purpose related to the themes of Press Day. They need not be online newspapers, but they must provide some kind of interesting information about activities relevant to your school. They must be designed entirely by students (they cannot be outsourced), and they should demonstrate the following:

Significant development

The site should contain several pages, not just one or two. If your site covers a narrow subject (such as a school activity or team), it should include not only a "cover" page but also several additional pages that provide some variety and depth of information.

Attention to design

Your site need not be a great work of art, but it should demonstrate the kind of attention to design that you might find in a newspaper, magazine, or professional web site. Fancy effects can distract from the professionalism of a site, so use them sparingly, and only when they truly enhance the whole product. Good webs ties have the four C's: clarity, coherence, consistency, and good use of color. They demonstrate wise use of screen space (akin to good layout in a newspaper).

Attention to audience

Your web site should be of direct interest to your school and your community. If you are concerned that your site may be relevant only to a small group of students, think of ways to broaden the audience a bit.

And of course attention to the writing

Web design is a great way to show off your graphic art skills, but most good web sites rely upon strong writing to be effective and interesting. You should spend at least as much time developing your site's text as you spend designing its appearance.

Tips:

1. Use Dreamweaver if possible. This program allows you to "hand code" and design graphically, in a very clear and simple way. Dreamweaver is available at a deep discount for educational institutions at sites like www.sprysoft.com. This is just a recommendation, not a requirement.

2. Plan your site well and develop a good structure and purpose for the overall site. Then, it will be easier to flesh out the individual pages.

It is possible for no winners to be chosen in a category. In addition, the Press Day board requests a narrative outlining any unique problems faced, including prior review.

Entries must be postmarked by March 28 to be considered for awards.