(435) Website Design Team

Description & Eligibility
Create a website based on the provided topic. Any postsecondary or secondary division contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic
Your team is tasked with developing a website for a mental health awareness campaign. The website will serve as a hub for resources and support, helping to de-stigmatize mental health issues and provide tools for individuals to seek help. Key features to include:
- Information about mental health disorders (e.g., anxiety, depression)
- Local and national helplines and resources
- Online counseling appointment scheduler
- Interactive support community (forums or chat rooms)
- Informational blog posts about mental health
- Testimonials from individuals who've overcome mental health challenges

Contestants Must Supply
- Device loaded with website for presentation
- Optional - Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)
- Optional - Props

Competition notes
- Method of evaluation: judged
- Carry-in and set-up of equipment must be done solely by the team within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges.
- No materials may be left with the judges.
- Only the team captain should complete the submission.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Clickable **URL** to Project (including any necessary login credentials), Works Cited and BPA Release Form(s) in one combined PDF file.	WDT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies
- Demonstrate an understanding of how to create content tailored to a specific audience.
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate knowledge of navigational scheme, content, graphics, layout and more
- Demonstrate awareness of accessibility concerns (ADA for example)
- Demonstrate responsive design (including browser capabilities, devices, etc.)
- Provide easy access to multiple major search sites
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based web languages
- Demonstrate and apply web scripting skills

- Demonstrate the ability to conform to copyright laws
- Demonstrate knowledge of page layout

Contest Specifications for this Event

- Attention must be given to cross-browser capabilities and monitor capabilities. Teams are permitted to use any web development technology or CMS for the website. Examples of these include Microsoft Visual Studio®, Adobe Dreamweaver®, jQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates. Use of original code may be scored higher.
- Team contestants must identify their roles in the website's development and be prepared to address questions about those roles (i.e. page layout, navigational scheme, graphics, media, coding, compatibility, and content)
- The website must be available on April 1, 2026. If the ISP is unavailable, the advisor will be contacted and given a reasonable amount of time to solve the problem.
- Previously submitted websites used in BPA competition may not be submitted.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to https://upload.bpa.org no later than 11:59 p.m. Eastern Time on April 1, 2026.
- Upload completed projects to a video/file sharing link (Vimeo, YouTube, Dropbox, etc.). Projects must be viewable on Windows and Mac platforms. Set the access level of your project to one of BPA's recommended settings. See the Cloud Sharing Guidelines for additional information.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The team is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual.*
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y | ☐ N
Team followed the Copyright and/or Fair Use Guidelines.				☐ Y | ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the *disqualification*:				

Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted clickable Project URL (with login credentials if needed), Works Cited formatted according to the *Style & Reference Manual* and BPA Release Form(s).				/10

Evaluation Criteria	Below Expectations 0-20 points	Meets Expectations 21-40 points	Above Expectations 41-60 points	Points Awarded
Page Layout	Visual organization is confusing; colors and fonts detract from readability; inconsistent page formats.	Visual organization is understandable; colors and fonts are appropriate and mostly consistent; minor format inconsistencies.	Visual organization is clear and intuitive; colors and fonts are highly aesthetic and enhance readability; consistent format is maintained across all pages.	/60
Graphic Media Use	Graphics do not support the topic; little or no creativity; over-reliance on generic stock images.	Graphics support the topic; some creativity evident; mix of original and stock graphics.	Graphics strongly enhance the topic; highly creative and original design using templates, code, or both.	/60
Content	Content is incomplete, inaccurate, or poorly portrays mental health; the website does not clearly support goals.	Adequately developed content; accurately portrays mental health topic; website supports campaign goals.	Well-developed, comprehensive information portraying mental health effectively; website strongly supports campaign goals.	/60
Technical	Frequent browser issues, disorganized or invalid source code, little to no use of innovative technologies, and many grammar or spelling errors.	Website works on most browsers; source code is generally organized and valid; some use of innovative technologies; minor grammar or spelling errors.	Website works seamlessly across browsers; source code is clean, organized, and validated; innovative technologies (e.g., SASS, Python, JavaScript) are effectively used; grammar and spelling are flawless.	/60
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-35 points	Above Expectations 36-50 points	Points Awarded
Navigational Theme	Many broken or missing links; inconsistent link formatting; navigation path unclear or illogical.	Most links present and working; formatting mostly consistent; navigation path is mostly clear and logical.	All links present, fully functional, consistently formatted; navigation path is clear, logical, and easy to follow.	/50
			TOTAL TECHNICAL POINTS	/300

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Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y | ☐ N
Team followed the Copyright and/or Fair Use Guidelines.				☐ Y | ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the *disqualification*:				

Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, use limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15

Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/45

Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
			TOTAL PRESENTATION POINTS	/100

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES