



FBLA WEBSITE DESIGN

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	3	○	7	○	10	○		
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent from website to performance		Demonstrates the topic through presentation and website		Demonstrates expertise of the topic through presentation and website			
	0	○	3	○	7	○	10	○		
Explains the design and development process	No explanation or description of the design and process		Explains the design OR development process		Explain both the design and the development process		Explains design and development process; explains steps taken to insure compatibility with multiple platforms			
	0	○	7	○	14	○	20	○		
Describes the use and implementation of social media elements	No explanation of use or implementation of social media		Describes the use OR implementation of social media elements		Describes the use AND implementation of social media elements		Describes the use and implementation of social media and explains the reason behind selection			
	0	○	7	○	14	○	20	○		
Explains the development of media elements such as graphics, video, audio, etc.	No explanation of media elements		Explains two media elements used		Explains three or more media elements used		Explains three or more media elements used and identifies why they were selected			
	0	○	7	○	14	○	20	○		
Provides proper documentation of copyright compliance	No documentation provided				Substantiates compliance to copyright regulations using visual representation					
	0		○		10		○			

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	1	○	3	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
									Performance Total		
									Project Total (200 max)		
									Grand Total		

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____



FBLA WEBSITE DESIGN

Project Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Project Usability	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
Website usability and navigation	Website is not usable		Website usable but not submitted according to event guidelines		Website usable and meets all guidelines		Website contains features in addition to is required in the guidelines			
	0	○	7	○	14	○	20	○		
Color, backgrounds, font, and sounds are appropriate for the topic	No design principles applied		Contrast, font, sound or design choice is distracting		Contrast, font, sound, and design choice are appropriate for the concept/topic		Contrast, font, sound, and design choice enhance the experience for the user			
	0	○	3	○	7	○	10	○		
Graphics appropriate for topic	No graphic design principles applied		Graphics are distracting		Graphics are appropriate for the concept/topic		Graphics enhance the experience for the user			
	0	○	3	○	7	○	10	○		

Site Content

Fully address the topic	Topic is not followed		Topic is not fully developed		Topic is fully addressed		User with no knowledge of the topic can identify based on site			
	0	○	7	○	14	○	20	○		
Site contains multiple elements providing evidence of production skill	No evidence of website production skill demonstrated		Website is designed using limited features		Website contains use of multiple technologies		Website contains advanced features			
	0	○	7	○	14	○	20	○		
Grammar, Spelling, and Punctuation	Site contains grammar or spelling errors		Site contains 3 or less spelling or grammar errors		Site contains 1 grammar and no spelling errors		Site is free of grammar and spelling errors			
	0	○	7	○	14	○	20	○		
Copyright information is noted and documented	Copyright information not addressed or addressed incorrectly				Copyright compliance is included and done correctly					
	0	○	7	○	14	○	20	○		

Project Evaluation

Site is compatible with multiple platforms	Site is not compatible with any platforms		Site is only compatible with one platform		Site opens appropriately on at least 2 platforms		Site opens appropriately on more than 2 platforms			
	0	○	7	○	14	○	20	○		
Site interactivity functions and is error free	Site interactivity contains errors that prevent the execution		Site interactivity contains errors that did not prevent execution		Site interactivity is error free		Site interactivity is error free and enhances the experience for the user			
	0	○	7	○	14	○	20	○		
Additional technology is used appropriately	No additional technologies are used		Attempt of additional technology evident, but does not function		At least one additional technology added and functions		Multiple technologies added and function appropriately			
	0	○	7	○	14	○	20	○		
Website elements are consistent across all pages	Only one page is presented		Pages are not consistent		Pages are consistent		Pages are consistent and elements enhance the experience for the user			
	0	○	7	○	14	○	20	○		
Project Subtotal (200 Max)										

Penalty Points

Project Guidelines not followed	-5	○			Total Penalty	-	
Grand Total							

Name(s): _____

School: _____

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