

OVERVIEW

Applying leadership and 21st century skills, participants are required to design, build, and launch a website that features the team's ability to incorporate the elements of website design, graphic layout, and proper coding techniques. The design brief for this event will be posted on the [TSA website](#) under *Themes & Problems*. Semifinalists participate in a presentation/interview, with an emphasis on web design as it pertains to their solution, to demonstrate the knowledge and expertise gained during the design process.

ELIGIBILITY

One (1) team of at least three (3) and a maximum of six (6) individuals per chapter may participate.

TIME LIMITS

PRE-CONFERENCE/PRELIMINARY ROUND

- A. All components of the chapter's entry, including the website address (URL) for the entry, must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

SEMIFINAL ROUND

- A. Ten (10) minutes are allowed for the on-site presentation and interview broken down as follows:
 - 1. Five (5) minutes for the presentation
 - 2. Five (5) minutes for the interview

ATTIRE

TSA competition attire is required.

PROCEDURE

PRE-CONFERENCE

- A. Participants review the TSA Honor Statement for Competitive Events found in the General Rules and listed in the individual competitive event rules.
- B. Participants access the middle school event design brief from the [TSA website](#) under *Themes & Problems*.
- C. Participants design a website while observing the theme and design requirements.

- D. The website address URL (which includes the documentation) must be submitted by 11:59 p.m. ET on a designated date in mid-May.
- E. Submission information will be provided on the [TSA website](#) under *Competition Updates*.

PRELIMINARY ROUND

- A. A list of twelve (12) semifinalist teams (in random order) is posted on the first full day of conference.

SEMIFINAL ROUND

- A. Participants report at the time and place stated in the conference program to sign-up for a presentation/interview.
- B. Participants report at the assigned time and place for the presentation/interview.
- C. Judges score the interviews/presentations.
- D. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRE-CONFERENCE/PRELIMINARY ROUND

- A. Participants must launch their entry on a web server that can be accessed via the Internet twenty-four (24) hours a day, seven (7) days a week, fifty-two (52) weeks per year.
- B. Each entry must consist of web pages that specifically display the chapter's solution to the middle school design brief.
- C. The URL must point to the main page of the team's entry. Entries that are password protected or require a request for access be granted will not be judged.
- D. All web pages must be completed during the current school year.

- E. The solution to the design brief is developed as a series of web pages with a minimum of three (3) pages and no maximum of pages linked under the main design brief solution web page.
 - 1. One (1) of the pages must list all sources of information used to create the website and be labeled as “Reference” on the website.
 - 2. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included/documented on the “Reference” page.
 - 3. Participants must submit a completed Student Copyright Checklist (see 2026 & 2027 Forms Appendix) in PDF format as a link on the “Reference” page; one (1) page
 - 4. Participants also must include a completed Work Log (see 2026 & 2027 Forms Appendix) in PDF format as a link on the “Reference” page; pages as needed
- F. All entries must be compatible using the latest versions of Microsoft Edge, Firefox, Chrome, etc. on a desktop/laptop computer.
- G. In addition to basic HTML code, the website may contain HTML5 and other state-of-the-art web-based technologies (e.g. JavaScript, jQuery, Angular, etc.).
- H. Framework systems, such as Drupal, Joomla, Wordpress, Bootstrap, or other current technologies may be used; however, pre-built templates and themes for these sites are not permissible. If a framework system is used, a statement affirming that the template or theme used on the framework was built by the team must be posted on the “Reference” page.
- I. The website must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on a designated date in mid-May.
- J. Changes made after submission will result in disqualification from the event.

SEMIFINAL ROUND

- A. Up to six (6) team representatives can participate in the presentation/interview.
- B. The presentation is limited to five (5) minutes.

- C. The team may bring one device (laptop preferred) to be used by the team during the presentation. The laptop must be fully charged as no access to electricity will be provided. TSA will not provide access to WiFi or guarantee that a team provided hotspot will operate.
- D. No projection devices are permitted during the semifinal round.
- E. The interview is limited to five (5) minutes.
- F. During the interview, the team must be prepared to discuss at a minimum:
 - 1. Overall website design and originality
 - 2. Design brief
 - 3. The appropriate use of new Internet and web-based applications (different browsers, monitor resolution, plug-ins, etc.).

EVALUATION

PRELIMINARY ROUND

- A. The website

SEMIFINAL ROUND

- A. The presentation/interview

Refer to the official rating form for more information.

TSA HONOR STATEMENT

All work must be created and completed by individual competitors or teams. Plagiarism, the use of Generative Artificial Intelligence (GenAI) software, copyright violation, cheating, and falsification of information are prohibited. Participants may NOT use any generative artificial intelligence (GenAI) tools (e.g. ChatGPT, Google Gemini, GitHub Copilot, etc.). Any attempt to gain an unfair advantage will not be tolerated. Competitors at any level of TSA competition understand and agree to abide by the TSA Honor Statement.

If it is determined that a student violated the TSA Honor Statement, a rules violation of twenty percent (20%) will be incurred.

STEM INTEGRATION

This event has connections to the STEM areas of Science, Technology, Engineering, and Mathematics.

LEADERSHIP AND 21ST CENTURY SKILLS

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to – Communication, Collaboration/Social Skills, Initiative, Problem Solving/Risk Taking, Critical Thinking, Perseverance/Grit, Creativity, Relationship Building/Teamwork, Dependability/Integrity, and Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Computer engineer
- Computer programmer
- Researcher
- Software designer
- Webmaster

WEBSITE DESIGN

2026 & 2027 OFFICIAL RATING FORM

MIDDLE SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- ☐ Website URL that is functional on a desktop/laptop
- ☐ Design brief solution with no copyright or plagiarism issues
- ☐ ENTRY NOT EVALUATED

PRELIMINARY ROUND – WEBSITE (130 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Theme (X2)	The annual theme is not addressed.	The annual theme is somewhat addressed, but the supporting pages do not adequately support or contribute to the overall design.	The annual theme is addressed and is reflected in the supporting pages.	
Challenge (X3)	The challenge is not addressed, or addressed but not in detail; it is generally ineffective, and/or missing many parts of the required research and presentation; unrelated or distracting elements are present.	The challenge solution is generally well presented; it addresses most major parts of the required research and presentation; there are few or no unrelated or distracting elements.	The design brief solution is well presented, well researched, and highly effective; all expected components are present, and additional related elements that enhance the final product are incorporated; there are no unrelated or distracting elements.	
Content (X2)	The content lacks originality and does not contribute to the overall design of the webpage; the content does not align with the purpose of the website.	Very basic information is presented; the content aligns somewhat with the purpose of the website; some pages are irrelevant.	The content aligns well with the purpose of the website and adds to its effectiveness.	
Layout and Navigation (X2)	The web pages are cluttered and confusing; it is often difficult to locate important elements; the navigation structure is unclear, unintuitive, and ineffective in getting users to relevant information.	The web pages have a reasonably usable layout, and all major elements can be found; the design is generally pleasing to view; the navigation structure is generally effective and intuitive, and provides reasonable ability to navigate the website.	The layout is exceptionally user-friendly; the relationship of elements and content are effective and attractive to the viewer; the navigation structure is highly intuitive, and provides efficient access to all pertinent information on the website.	
Graphics and Color Scheme (X2)	Graphic content is nonexistent or of low quality and questionable relation to the topic; colors are of poor contrast and detract from the user experience.	Graphic content effectively relates to the purpose of the site, provides enhancement to the user experience, and is of acceptable quality; the color scheme is effective and does not detract from the viewer's experience.	Graphics are well-used, of high quality, and clearly enhance the user experience; interactive elements effectively engage the user; the color scheme is attractive, appropriate, and clearly enhances the viewing experience.	

PRELIMINARY ROUND – WEBSITE (130 points) – continued					
Function and Compatibility (X1)	There are several broken links and images, and/or the website does not render properly on multiple browsers.	There are no broken images, and/or few, if any, broken links; the website renders properly on most major browsers.	There are no broken images or links; the web site renders properly on most major browsers and is usable on mobile devices.		
Spelling and Grammar (X1)	There are numerous spelling and grammatical errors.	There are only a few spelling and/or grammatical errors.	There are few, if any, spelling and grammatical errors.		
PRELIMINARY ROUND – WEBSITE SUBTOTAL (130 points)					
<p>Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.</p> <p>Indicate the rule violated: _____</p>					

PRELIMINARY SUBTOTAL (130 points)					
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SEMIFINAL PRESENTATION/INTERVIEW (60 points)					Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance		
	1-4 points	5-8 points	9-10 points		
Presentation (X1)	Participants seem unorganized and unprepared for the presentation.	Participants are generally prepared and are somewhat organized for the presentation.	Participants' presentation is organized, logical, and easy to follow.		
Knowledge (X2)	Participants seem to have little understanding of the concepts in their project; answers to questions may be vague.	Participants exhibit an basic understanding of the concepts in their project.	Participants show clear evidence of a thorough understanding of the project.		
Articulation (X1)	Communication of the design process is unclear, unorganized, and or illogical; leadership and/or 21 st century skills are not evident.	Communication of the design process is somewhat logical and clear; leadership and/or 21 st century skills are somewhat evident.	Communication of the design process is clear, concise, and logical; leadership and/or 21 st century skills are clearly evident.		
Team Participation (X1)	The majority of the delivery is made by one (1) member of the team; the partner(s) may be disengaged from the presentation/interview.	Team members are generally engaged in the process, though one (1) member may take on more responsibility than the other(s).	All team members are actively involved in the presentation/ interview and responses to questions; there is shared responsibility among team members.		
Delivery (X1)	The team is verbose and/or uncertain in its presentation/ interview; participants' posture, gestures, and lack of eye contact diminish the presentation/interview.	The team is somewhat well spoken and clear in its presentation/ interview; participants' posture, gestures, and eye contact are acceptable in the presentation/ interview.	The team is well-spoken and distinct in its presentation/interview; the participants' posture, gestures, and eye contact result in a polished, natural, and effective presentation/ interview.		
SEMIFINAL PRESENTATION/INTERVIEW SUBTOTAL (60 points)					

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (60 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.

TOTAL (190 points)

Comments:

I certify these results to be true and accurate to the best of my knowledge.

JUDGE

Printed name: _____ Signature: _____

WEBSITE DESIGN

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator, one (1)
- B. Judges:
 - 1. Preliminary round, two (2) or more
 - 2. Semifinal round, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and for each judge
 - 2. TSA Event Coordinator Report
- B. The latest version of Microsoft Edge, Firefox, Chrome, etc.
- C. List of questions for on-site interviews
- D. Laptop computer with high speed Internet capability

RESPONSIBILITIES

PRE-CONFERENCE

- A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results are shared with the CRC manager, event coordinator, and assigned judges.
- B. Review entries as they are submitted to the designated online storage utility.
- C. Manage communication and pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with the Judge Manager.
- D. Judges determine the twelve (12) semifinalists.

AT THE CONFERENCE

- A. Attend the mandatory event coordinator's meeting at the designated time and location.
- B. Report to the CRC room and check the contents of the coordinator's packet.
- C. Review the event guidelines and check to see that enough personnel have been scheduled.
- D. Inspect the area or room in which the event is to be held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
- E. Ensure the judges have access to the online judging system.

PRELIMINARY ROUND

- A. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.
- B. Create a semifinalist sign-up sheet.

SEMIFINAL ROUND

- A. Semifinalists report at the time and place stated in the conference program to sign-up for a presentation/interview.
- B. Semifinalists report at the assigned time and place for the presentation/interview.
- C. Manage completion of the on-site presentation/interviews.
- D. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - 1. To deduct twenty percent (20%) of the total possible points in this round
 - 2. To disqualify the entry
 The event coordinator, judges, and CRC manager must initial either of these actions on the rating form.
- E. If necessary, manage security and the removal of materials from the event area.