Website Design/ Airline
FBLA Team Competitive Event

Project Description:

Create a website for a new discount airline. This airline serves the states surrounding the one in which you live. The airline has hired you to create a website. The website must include:

- Airline name and theme/slogan
- Introduction to the airline that includes animation
- Flight schedules, with the ability to book flights
- Information on the frequent flyer program
- How to apply for a job with the airline
- Social media links (**NOTE**: No live social media accounts should be created for this event.)

- **Skills**: The ability to communicate ideas and concepts and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of websites.

Standards:

IDT-DD-1: Demonstrate employability skills required by business and industry. **IDT-DD-4:** Develop a plan to create, design, and market a web site with digital content to a specific target market.
IDT-DD-5: Explore and write using the various writing styles used on web sites and in digital content to get the intended message across.
IDT-DD-6: Identify and develop model digital products that reveal a professional layout and look by applying design principles to produce professional quality digital products.

Each team member will be responsible for completing tasks related to the following jobs:
- **Content Writer/Editor**-- ▪ **Web Page Designer**-- ▪ **Web Artist/Graphic Designer**-- ▪ **Webmaster**

- **Member roles by rotation**:
    - Content Writer/Editor— types the content for the project ○ Web Page Designer—builds the hierarchical structure of the site, builds the basic structure of the site, chooses the color scheme for the site
    - Web Artist/Graphic Designer—creates the creates logos, banners, buttons, and multimedia elements to be used on web page

- o **Webmaster**— oversees the project through completion; assures all are performing their roles, checks for typing and grammatical errors; assures all information is accurate, and tests the site for usability across different browsers and devices

- **Completion of the following projects as each member assumes their current role.**

Task 1: Select group members and roles.

Task 2: Decide on a company name and create an appropriate logo representing the business. Create a brief paragraph describing the site's overall purpose and its targeted audience. Write a mission statement for the business and include at least three goals.

Task 3: Identify an available domain name for your site.

Task 4: Conduct Market Research by visiting other sites related to the project topic. Record website URL's and list characteristics of each site. Include any unique features the site may have.

Task 5: Create a storyboard listing the elements in addition to text—photos, music, animation— that you could include on your site to support your goals.

Task 6: Decide on the pages that your site will have. Create a navigational structure for your site.

Task 7: Prepare index page. Submit for revisions.

Task 8: Make revisions and resubmit. Prepare Contact/Hours of Operation Page. Submit for revisions.

Task 9: Prepare additional pages and submit for review.

Task 10: Revisions due.

Task 11: Final copy.

Task 12: Upload website.

Task 13: Complete rubric.

Task 14: Present website to panel of judges.

Web Project Rubric

Criteria	Incomplete	Not-Yet Proficient	Partially Proficient	Proficient	Exemplary
Content	Information is incomplete or not correct. The Web page does not have a clear purpose or central theme.	Information is not always clear or correct. The theme or main idea of the Web page is more or less clear but does not relate to the purpose or theme of the project.	Information is clear and correct. The theme or main idea of the Web page is more or less clear and related to the purpose or theme of the project.	The content has accurate and useful information. The theme or main idea of the Web page is clear and related to the purpose or theme of the project.	The theme or main idea of the Web page is clear, and pages link to related information. The content has accurate and very useful information. The theme or main idea is very clear. The Web pages link to quality information.
Writing Process	Difficult to understand the main idea, many errors in spelling, grammar.	Many errors but a reader can understand the main idea.	Easy to understand, with some errors.	Clear, concise, and basically well written; still has a few errors.	Clear, concise, and well written and edited with no serious errors.
Development Process	Written sheet submitted to teacher.	Text for page entered into simple word processor or HTML-creation program.	Draft page is printed from within browser; text on page relates to original plan.	Evidence of revision of page; text relates very closely to original plan.	A reflection of development process is given to the teacher.
Web Skill	1 page.	1 page with TITLE, heading.	2 pages (or 1 page with links to other resources).	3 pages with clear order, labeling and navigation is clear; links work	3–5 pages with clear order; labeling and navigation is clear; links work. Used storyboarding.
Layout	Layout has no structure or organization.	Text broken into paragraphs and/or sections.	Uses headings; sections labeled; some formatting.	Organized and consistent; good formatting.	Appearance of the page looks professional.
Images	No images, or images that are the wrong type.	Images unrelated to page; images recycled from other pages on the Internet; images too big/small or poorly cropped or have color problems.	Images related to page/text; images were recycled from other pages on the Internet. Images too big/small or poorly cropped or have color problems.	Images are related to page/text; some images are produced by student. Most images are correct size or resolution.	Images have strong relation to page/text; some images are produced by student; images have proper size, resolution, colors, and cropping.
Group Work	Never works toward group goals or contributes. Is not sensitive to the feelings of others.	Sometimes works toward group goals and contributes. Is not often sensitive to the feelings of others.	Usually works toward group goals and contributes. Is usually sensitive to the feelings of others.	Works toward group goals and contributes. Sensitive to feelings of others. Helps identify needed changes and action.	Consistently works toward group goals; is sensitive to feelings of others and values all members. Encourages group action for change.