

High School Webmaster 2019 Design Brief

Theme: Celebrating the Music

Context:

Bands and musicians usually have websites that are attractive to visitors and provide all the necessary information that fans will want. Band and musician websites have some common items. These elements typically include photos, a biography, tour dates, a shop to buy/download music, usually some song samples or lyrics, and a fan message board or blog. Most band websites use large photos, full-screen backgrounds, big textured backgrounds, and other elements, like color, that make a strong visual impact on visitors. (Vandelay Design, 2016)

Challenge Statement:

Create a fictional band or musician and design a website. The website should serve as a guide for information about the band or musician. Present an overview of the musician or band as if you are in the music business. The website should serve as a guide for ways to purchase items, such as music, tickets, or merchandise, from the band or musician. Sections of the site may include photos, a biography, tour dates, a shop to buy/download music or merchandise, song samples, lyrics, appropriate links, and a fan message board or blog.

Evaluation:

Questions pertaining to this competition should first include a thorough review with your advisor of the current competitive event guide's Webmaster overview, purpose, eligibility, time limits, attire, procedure, regulations, evaluation, student copyright checklist, LEAP Report response requirements, and rating form. After consulting with your advisor, any questions may be directed to tsahswebmaster@gmail.com at least two weeks prior to any submission deadlines for regional, state, and national conferences.

Careful planning and thought should be given to effective website design practices and cross-platform compatibility. The website will be evaluated using any combination of Windows 7/8/10, as well as Mac OS X, in any browser supported by those platforms, including the latest versions of Chrome, Edge, Firefox, and Safari. Mobile browsers will be used in evaluation. Teams should strive to create a clean, easy-to-use website that features an excellent presentation of the required content. Teams are reminded that ALL work (design, content, markup/code) must be the product of the 2018-2019 school year. The design brief should be a separate website

independent of the CTE program and TSA chapter content and information with an “About” page linking to the TSA and CTE program web pages. Remember this is a school-based competition when creating/choosing the band or musician’s website content.

Submission Procedure:

For NATIONAL COMPETITION: Each webmaster team must submit the chapter’s national conference registration ID number, website URL, and required additional documentation to webentry@tsaweb.org no later than 11:59 pm PDT on May 15, 2019. The required information, documentation, and deadline are non-negotiable.

For STATE COMPETITION: Teams must consult their state conference competition website for state conference competition and submission procedures.

References:

Hamilton, S. (2017). 20 Amped Up Musician Websites That Keep Fans Engaged. Retrieved from <https://www.crazyegg.com/blog/examplemusician-websites/>

Snell, S. (2016). Vandelay Design: 25 of the Best Websites of Bands and Musicians. Retrieved from <https://www.vandelaydesign.com/best-bandwebsites/>

Technology Student Association. (2018). Technology Student Association (TSA) High School Competitive Events Guide for the 2019 National TSA Conference. Reston, VA: Technology Student Association, Inc.