KFE SKILLS SHOWCASE - #KFE4Skills 2023

KFE4Skills Competition Spec – *WEB DESIGN*

Note: **For general competition rules and guidance see:** https://www.kentfurthereducation.org/skills-competitions-1

Lead Brief Writer	Name: Mark Hill	Email: Rule5solutions@gmail.com
EKCG Industry Lead	Name: Zoran Tesic	Email: Zoran.tesic@eastkent.ac.uk
MKC Industry Lead	Name: James Farrington	Email: james.farrington@midkent.ac.uk
NKC Industry Lead	Name: Nuur Hassan / Emily Blackburn	Email: nuurhassan@northkent.ac.uk / emilyblackburn@northkent.ac.uk

	Section	Criteria Guidance	Confirmed Spec Criteria
1	Entry Criteria	Entrants must be in education and/or employment with training, at one of the KFE college organisations (EKC Group, MidKent College and North Kent College (including Hadlow College), and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months.	
2	Entrant Numbers	Standard entrant number per college organisation is 2 students for most industry rounds where more than 2 college organisations are participating and 3 per organisation where only 2 colleges are participating.	o **Each college organisation (not campus) may register up to (2) students.** o **Confirmed max number of students in total: 6** At the time of entry, the entrants must have been challenged at the level of the competition. This means that entry is only possible through a qualifying process at your local college and with the endorsement and verification of the lead staff from that college.
3	Competition Prep	This section describes preparation needed for this competition.	**Preparatory Brief** Web design is an extremely important skill due to the way that we communicate in this digital world. As a web designer you will have to work with clients' requests and expectations and this competition will help you showcase these skills. "Open World Gaming" is looking for a website to help make their brand and shop more visible to the target audience. They have a small volume of regular customers but need to entice more people into their shop. After looking around, they like one current design trend in particular – multiple page layouts.

They would like you to incorporate this into your design along with their already existing colour scheme and logo. It should also be viewable on a mobile device due to their target audience viewing websites on mobile devices.

Pre-competition Submissions

There is no specific pre-competition submission required. It is advised that competitors prepare a folder of research based on other gaming websites and inspirations that will help in developing their own website. THIS MUST NOT INCLUDE ANY 'CHEAT SHEETS' TO AID IN THE CODING OF A WEBSITE. Your research will be looked at during the competition.

4	Core Competency	Summary of relevant education level industry competency.			

Core competencies and standards for WorldSkills UK Skills Competitions activities		Qualifier	UK Final	Team UK
Competency	HTM5 & CSS 3			
Standards	HTML5 and CSS3 standards with no validation errors Testing functionality on multiple browsers Effective use of classes Effective and meaningful commenting of code CSS animations	✔	✔	✔
Competency	Responsive Web Design			
Standards	Planning responsive design for mobile, tablet and web Use of appropriate design tools and processes (sketches, wireframes, flowcharts)	✔	✔	✔
Competency	Contemporary Design			
Standards	Contemporary design standards and trends material design Typography in design Layout in design Accessibility in design	✔	✔	✔

			Contemporary colour palettes				
		Competency	Understanding client briefs	✔	✔	✔	
		Standards	Reading briefs Being able to breakdown client expectations Utilising client colours schemes, logos and fonts				

5	Duration	This is the time that the actual competition activity will take.	KFE4Skills arrivals on the day will be from 8:45am to 9:15am when competitors will sign-in at the registration desks.
			
			The timings below are a guide to the task timings and will be subject to overall event timings. Registration is 08:45-09:15, with competitions starting from 9:30am.
			
			08.45 – 9:15
			  o You will arrive at the event for registration/sign in at the host college.
			09.30 (approx.)
			  o You will be taken to the competition facilities and after a short period of familiarisation, you will be issued your brief and you will have 30 mins to come up with a plan for your website through wireframing or any other method required.
			10.15
			  o You will then have 4 hours (less lunch) to create the website, *taking screen breaks when necessary and appropriate.*
			12:15
			  o Lunch
			12:45
			  o Testing and submitting your final project*. Taking screen breaks when necessary and appropriate.*
			14.45
			  o Deadline for submission and judging deliberation.
			15:15 (approx.)
			  o Winners confirmed and awards ceremony				

6	The Skills Competition Task Details	This section describes the skills competition task to be undertaken in detail.	On the day of the competition, you will be provided with the brief and files required to complete the project. You will read the client brief carefully and understand exactly what is required by the client and then show your own creativity in creating a website. You will be issued a logo, colour scheme and fonts to be used for the website. You will also be issued a list of pages/tabs the company would like to have incorporated into the website. There will also be a biography of each of the team members they have written that needs to be inserted. You can create your own design based on the specifications given by the client. The work should be presented in a file with subfolders and directories named according to industry web standards. You will also need to provide all planning work including sketches, wireframes, prototyping etc.
7	Marking & Assessment Requirements	This section provides the marking and assessment approach.	Each competition module will be assessed and marked independently of any other competition activity, using objective and judgement criteria or a combination of both during each task.

Aspect of Criterion – Description		Maximum Marks
A	Design of the desktop website	10
B	Design of the mobile website	10
C	Code layout, commenting and use of HTML5 and CSS3	10
D	Responsive design	10
E	Use of contemporary design standards	10
	Total	**50**

8	Judges & Marking	This competition benefits from college and external judges.	The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below at appendix 1. Judges will be selected from the expert KFE staff drawn from various colleges. Panels will normally number three to five judges and in some cases may include an external judge from the industry sector or an awarding body. Judges' decisions are final in all instances, although scoring will be open and transparent.

9	Student Support Required	Detail if student helpers are required and how many per student undertaking the task.	o It is not expected that additional students will be required for this competition. o These should also be registered on the KFE4Skills portal as they will also be issued a participation medal and will be named in the programme.
10	Resources	Detail any PPE or dress code requirements.	Competitors are responsible for providing all consumable products and equipment needed for the competition. You will not need to bring anything with you, all the equipment will be issued to you. You will work in dedicated computer labs on **Windows based computers (no Macs/iOS)** and will have access to text editors for writing your code and all other relevant software packages for asset creation.
11	Health & Safety	Confirmation that relevant health and safety checks and assurances are undertaken or are to be by each college locally where necessary.	See relevant risk assessments and additional competition round specific rules and guidance requirements.
12	Risk Assessment	Confirmation that relevant risk assessments have been or are to be undertaken locally where necessary.	o The host college must have completed a relevant risk assessment and filed this centrally for KFE4Skills. o Participating visiting colleges should complete risk assessments relevant to their event participation.
13	Competition Spec additional rules and requirements	Detail of additional specific rules and requirements for this competition spec.	The following is in addition to the overall KFE4Skills General Rules & Guidance. A completed registration is a confirmation that a competitor has agreed to the rules and requirements of the competition. Add any extra specific rules etc for this skills competition. All electrical equipment must be PAT tested and labelled before using at the competition and all the supporting equipment must be fit for purpose.

JUDGE MARKING SHEET – Web Design

Competitor	College	CRITERION					Total Score
		A	**B**	**C**	**D**	**E**	

Comments:

Use this space for any specific comments noting the competitors as appropriate.