

KFE Guidance Note – KFE4Skills21 Hybrid Online Event:

This document provides the KFE competition specification outline for the 2021 hybrid format competition round detailed below. It sets out the expected elements of each industry round's competition. It is designed to ensure each competition within **KFE4Skills 2021** is similarly framed and that essential information is uniformly provided.

As every industry round differs, where such differences require amendments to the overall Competition Rules & Guidance, relevant specifications will include such details (for example entry criteria, pre-qualification submissions and competitor or team numbers for some industry rounds).

Registration for the competition rounds must be completed by the closing date by college staff via the KFE website's Skills Competitions Page:

<https://www.kentfurthereducation.org/skills-competitions-1>

Competition Rules & Guidance and all other information about KFE4Skills can also be found here. The overall Competition Rules & Guidance must be read in conjunction with this specification document.

2021 is a hybrid event whereby competition skills are demonstrated at local colleges and linked to others through digital tools and an event platform Arrivals and sign-in for each round may vary slightly. Competition day is from 9am-5pm with most industry rounds commencing from 9:30am following local sign-in and event launch on the main event platform.

Familiarisation time and health and safety briefings may be necessary and will be included in relevant rounds' schedule. All competitions should be completed by 4pm and all awards and the event overall by 5pm.

Good luck if you are competing and thank you if you are supporting delivery of, or entering this competition! Further information about KFE4Skills: www.kentfurthereducation.org or email: kentfurthereducation@gmail.com

Competition Outline – WEB DESIGN

This **KFE4Skills** competition is designed to prepare competitors for real life scenarios in the industry. It is also intended to hone and improve skills and the ability to make decisions and resolve challenges which could be faced in a typical day or in exceptional circumstances.

Participants will benefit from gaining not only an exciting competition experience that stretches and challenges them, but also a chance to enhance CVs and a greater opportunity to find work in the industry of their choice.

The rest of this outline provides the general guidance including entry criteria and competitor numbers for this industry skills competition.

Criteria for entry

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 West Kent College and Hadlow College), and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months.

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 selection process at the entrants local college and with the endorsement and verification of the lead staff from that college.

Each college organisation (not campus) may enter 3 competitors. This means this industry competition may have up to 6 KFE4Skills finalists participating on the day (3 per KFE college organisation (MKC and EKCG).

KFE Competition Specification for Web Design

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. Due to the online nature of the 2021 event your research material will need to be available digitally for sharing purposes with supporting staff and judges from the other colleges participating in the skills round.

You should create digital folder for the project and save everything to it using commonly available software or files that may be transferable using **WeTransfer**.

Covid-19 safe requirements which may be in place at the time of the event may also mean an increased emphasis on pre-event preparation and competitors will need to be prepared for possible changes to the skills test plans for the round.

Note that competitors will participate from their home college venues.

Core Competences

| Core competencies and standards for WorldSkills UK Skills Competitions activities | | Qualifier | UK Final | Team UK |
|---|---|-----------|----------|---------|
| Competency | HTML5 & 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 | | | |

Overall Competition Timings

KFE4Skills 2021 will be undertaken in a hybrid format. This requires competitors from each college organisation to participate from their respective college campus sites. An overall online event platform will be used to support the day and for engagement with each industry competition at key points during the day. Individual industry competitions will link participating colleges using other online conferencing tools.

Competitors should arrive on the day at their colleges as detailed below from **9am to 9:15am when competitors will sign-in at their college's industry round desks or work stations.**

Competitions will commence from 9:30am including any familiarisation period required by all competitors. All competitions should be completed by 5pm including all judging announcements of winners and awards ceremonies.

Note: A free lunch voucher option will be available to competitors. The venue's commercial food outlets and the event's rest areas may be used additionally if required and if open in accordance with any Covid-19 safe requirements in place at the time. The event lunch period will be between 12 noon and 2pm and competitors should be given time during that window for lunch and relaxation up to maximum of 1 hour. For practical reasons how this is undertaken is at the discretion of the industry skills competition organisers.

The Skills Competition

Live Competition Brief

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.

Order of Competition

These timings are provisional and will be reflected by the overall event schedule.*

- 9:00-9:15am - Arrival and event registration at local home college
- 9:15-9:30am - Competitors (and staff) log in to REMO Event hosting platform
- 9:30-9:40am – Event Welcome and Launch via REMO
- 9:40-9:45am – Local colleges link using online conferencing tools (Zoom or Teams TBC)
- 9:45-10:15am - **Competition Part 1 - Prep**
- 10:15-10:30am - Refreshment and Comfort Break
- 10:30-12:30pm - **Competition Part 2 – Task Work**
- 12:30–1:00pm - Lunch
- 1:30-3:00pm - **Competition Part 3 – Testing & Completion**
- 3:05-3:15pm – Judging Panel
- 3:15-3.30pm – Judging confirmation – Link to REMO
- 3.30pm – REMO winner announcements
- 3.45pm – Industry Round Closes

Competition Task Summary

09.45 – Competition Part 1 – Prep:

- 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.

10.30 – Competition Part 2 - Task Work:

- You will then have 3.5 hours (plus 0.5 hours lunch) to create the website (*taking screen breaks when necessary and appropriate*)

13:30 – Competition Part 3 – Testing & Completion:

- Testing and submitting your final project. *Taking screen breaks when necessary and appropriate.*

15.00 – Stop Work:

- Deadline for submission and judging deliberation

Resources & Attire

You will not need to bring anything with you, all the equipment will be issued to you. You will work on PC based computers and will have access to all relevant software packages for this activity installed on them. **This event will be held at competitors' home colleges and linked to the event using online tools and via the event hosting platform.**

Marking & Assessment

| 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 |

Judges Marking Sheets

The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below.

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.

Local College Contacts

The following names staff are the identified leads at each college for this industry competition. They may be contacted in the first instance for information pertaining to each colleges' entry, selection process and preparations for their students:

- EKC Group – Zoran Tesic
- MKC – Camilla Maurice
- NKC – Nuur Hassan
- WKAC – Emily Blackburn

Competition Awards

Each industry competition will select three overall winners with judging scores defining the overall first, second and third places as gold, silver and bronze. Medals will be provided to the three winners and a participation certificate of commendation will be provided to all that take part.

KFE Competition Specification #KFE4Skills 2021



Event Contact

For general information about the competition please contact KFE via the 'contact' form on the KFE site at www.kentfurthereducation.org or speak to your college's local competition lead.

Event information and specification updates are available at www.kentfurthereducation.org. It is recommended that the Skills Competitions page is checked regularly as specifications may be modified up to a week before the event.

KFE Competition Specification #KFE4Skills 2021

JUDGE MARKING SHEET – Web Design

| Competitor | College | CRITERION | | | | | Total Score |
|------------|---------|-----------|---|---|---|---|-------------|
| | | A | B | C | D | E | |
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Comments:

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