KFE Guidance Note:

This document provides a KFE competition specification outline. It sets out the expected elements of each industry round's competition. It is designed to ensure each competition within *KFE4Skills 2020* is similarly framed and that essential information is uniformly provided.

A set of overall Competition Rules & Guidance must be read in conjunction with this specification document. As every industry round differs, where such differences require amendments to the overall Competition Rules & Guidance, relevant specifications will include such amended details (for example entry criteria, pre-qualification submissions and competitor or team numbers for some industry rounds).

Registration in advance must be completed by college staff via the KFE website's Skills Competitions Page: https://www.kentfurthereducation.org/skills-competitions-1, where the Competition Rules & Guidance and all other key information about KFE4Skills can be found.

Arrivals and sign-in on competition day is from 8:45am to 9:15am with industry rounds commencing from 9:30am. Familiarisation time and health and safety briefings may be necessary and will be included in relevant rounds' schedule. All competitions and awards will be completed by 5pm.

Good luck and thank you if you're are supporting delivery of, or entering this competition!
Further information: 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 intended to hone and improve skills, competitors' ability to make decisions and resolve the types of 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 your choice.

Criteria for entry

Entrants must be in education and/or employment with training, at one of the four KFE colleges, 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 qualifying process at your local college and with the endorsement and verification of the lead staff from that college.

Each college group (not campus) may enter 2 competitors.

KFE Competition Specification #KFE4Skills 2020

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.

Core Competences

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			

Overall Competition Timings

KFE4Skills arrivals on the day will be from 8:45am to 9:15am when competitors will sign-in at the registration desks.

Competitions will commence from 9:30am including any familiarisation period required by all competitors and especially for those for whom the venue and accommodation is not their home college site.

All competitions should be completed by 5pm including all judging announcements of winners and awards ceremonies.

Note: A free packed-lunch option will be available to competitors. The venue's commercial food outlets and the events rest areas may be used additionally if required. The event lunch period will be between 12 noon and 2pm and competitors should be given time during that window for lunch and relaxation. 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

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 the lunch) to create the website,*. taking screen breaks when necessary and appropriate.*

12:15
- o   Lunch *(competitors will be provided with a free packed lunch option).*

13:00
- o Testing and submitting your final project. *Taking screen breaks when necessary and appropriate.*

15.00
- o Deadline for submission and Judging Deliberation

15:45 (approx.)
- o Winners confirmed and awards ceremony

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.

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:

- o EKC Group – Anne Minnett
- o MKC – Damian Rollinson / Ross Buttery
- o NKC – Nuur Hassan
- o WKAC – Jim Mawby (WKAC are not expected to compete in the industry competition)

Competition Awards 5

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.

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.

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.