2023-24 Competitive Events Guidelines
UX Design

UX Design provides members with the opportunity to demonstrate knowledge around competencies in user experience design. This competitive event consists of an objective test. It aims to inspire members to learn about the process of building products that are easy and enjoyable for people to use.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
*Objective Test Time:* 50 minutes
[NACE Connections](): Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Objective Test Competencies

- Effective Design Principles
- Ease of Navigation and Readability
- Role of UX Design
- Mobile and Desktop Responsive Web Design
- UX Design Process
- Color Scheme
- Accommodations for Special Needs and Related Laws
- Careers in UX/UI Design
- Copyright, Creative Commons, and Fair Use
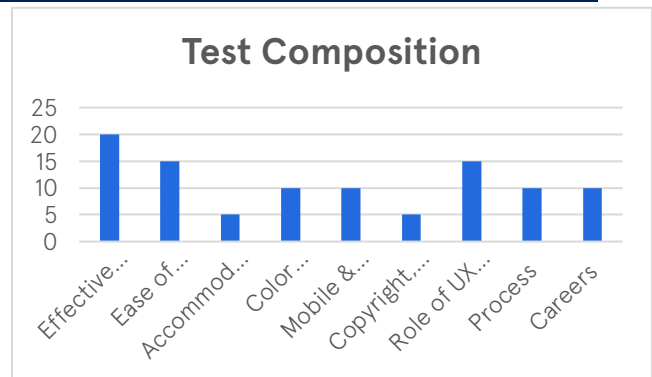
Test Composition

2023-24 Competitive Events Guidelines
UX Design

- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site.

State
- Each local chapter may have three (3) competitors in this event.
- In addition, each member who does not advance to the final round in a prejudged state events listed below
  - American Enterprise Project, Business Plan, Coding & Programming, Community Service Project, Computer Game & Simulation Programming, Data Analysis, Digital Animation, Digital Video Production, Electronic Career Portfolio, Financial Statement Analysis, Future Business Educator, Graphic Design, Introduction to Business Presentation, Introduction to Social Media Strategy, Local Chapter Annual Business Report, Mobile Application Development, Partnership with Business Project, Public Service Announcement, Social Media Strategies, Visual Design, Website Coding & Development and Website Design

  can switch to <u>one</u> objective test only event listed below.
  - Accounting II
  - Cyber Security
  - Introduction to Marketing Concepts
  - Introduction to Parliamentary Procedure
  - Journalism
  - Networking Infrastructures
  - Organizational Leadership
  - Public Policy & Advocacy
  - UX Design
  - Any of the 12 middle school objective test only events
- The top four (4) places in state competition in this event will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.

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UX Design

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Effective Design Principles
1. Define the principles of effective design.
2. Identify principles of design, layout, and typography appropriate for a project, including movement, balance, emphasis, and unity.
3. Apply appropriate design elements, including lines, colors, shapes, and textures.
4. Explore different target audiences and identify the most effective media selections.
5. Demonstrate vocabulary related to graphic design and web design.
6. Identify the role of image resolution, size, and file format in relation to content design.
7. Identify key factors in effective user experience design.

B. Ease of Navigation and Readability
1. Identify common web page layouts and explain the role for each.
2. Explain the importance of readability of web content.
3. Explain the role of serif and sans serif fonts.
4. Define points in the context of typography.
5. Explain the role of leading within design and typography.
6. Explain the role of kerning within design and typography.
7. Explain the role of tracking within design and typography.
8. Explain the role of baseline shift within design and typography.

C. Role of UX Design
1. Define user-centered design.
2. Explain the importance of UX design in relation to an effective web experience.
3. Identify the impact of effective and ineffective UX design.
4. Identify search engine optimization (SEO)
5. Identify techniques related to search engine optimization (SEO)
6. Define terminology related to the Internet and web pages.
7. Demonstrate understanding of web security in relation to UX design.
8. Demonstrate knowledge of common web security flaws.

D. Mobile and Desktop Responsive Web Design
1. Demonstrate understanding of HTML and CSS in user experience design.
2. Demonstrate understanding of JavaScript and its applications in user experience design.
3. Examine new and emerging trends in website design.
4. Assess the effects of new and emerging technologies on web use.
5. Demonstrate an understanding of the growth of mobile applications.
6. Understand the differences and similarities in the needs of desktop and mobile content users.

E. UX Design Process
1. Define empathy within the context of UX design.
2. Define need definition within the context of UX design.
3. Define ideation within the context of UX design.
4. Identify the role of research in UX design.
5. Define the role of prototypes in UX design.
6. Define the role and value of testing in UX design.
7. Demonstrate understanding of the overall design process.

F. Color Scheme
1. Explain the role of color within content creation, including color psychology.

2. Define contrasting colors and their role in content design.
3. Define complementary colors and their role in content design.
4. Define analogous colors and their role in content design.

G. Careers in UX/UI Design
1. Identify careers in the field of UX/UI design and related areas.
2. Explain the industries impacted by the field of UX/UI design.

H. Accommodations for Special Needs and Related Laws
1. Explain the impact of the Americans with Disabilities Act.
2. Describe design of websites for accessibility and accommodation of persons with special needs.
3. Define accessibility in relation to web and content design.
4. Define alt text and explain its role.
5. Identify situations in which use of elements in projects is legal but may be unethical/inappropriate.

I. Copyright, Creative Commons, and Fair Use
1. Describe licensing agreements associated with software usage.
2. Describe copyright issues and laws related to creating graphic design, multimedia, and website design projects.
3. Identify concepts related to copyright, public domain, copy protection, intellectual property, and licensing agreements.
4. Interpret Creative Commons licensing and the associated restrictions.
5. Interpret copyright licensing and the associated restrictions.
6. Define fair use in the context of design.
7. Understand the role of public domain as well as the qualifications surrounding public domain.
8. Identify the process in which to obtain permission to use content.