

IAEM-USA Web Site Design Contest for IAEM Members

The IAEM-USA Council is sponsoring a Web Site Design Contest for IAEM Members. Your task in this contest is to design a Web site for the IAEM-USA Council. You must be a current IAEM member in order to enter this contest. The design must include a Home Page, one Inside Page, and proposed (working) navigation. Additional details are below.

Why a Web Design Contest?

The International Association of Emergency Managers (IAEM), like any progressive organization, has to rethink its goals and purposes as well as its member services from time to time. With the growth and diversity membership, the IAEM leadership and management realize that the IAEM Web site is very much a focal point and fundamental resource for IAEM-USA members as well as a membership recruiting tool. Therefore, ease of use along with enhanced content, features and functionality are of prime importance as the association plans for the future.

The winner of the contest will receive: \$2000 to be used for educational purposes. A **student** could apply the award to their school expenses. The award could be sent to the university or program for the student's account or the student would be reimbursed for expenses incurred when receipts are supplied. A student could also choose to use the award in the same manner as a person that is not currently a student. A **person not currently an active student** could apply the award to conference attendance and expenses (IAEM or any other EM-related conference) or to any coursework in emergency management. The awardee would be reimbursed up to \$2000 over a period of one year as receipts are supplied. The award could be used for multiple events.

Tips:

You can find information about some of the types of information that we would like to include at www.iaem.com/USA. In addition to the general standards and guidelines for Website design you can find at <http://www.w3c.org> and other places on the Web, you must also follow the guidance specified below in order to create a winning design:

I. Design Format

- Designs should be submitted as functioning HTML pages that are editable using Macromedia Contribute software.
- Also, all photos and graphics used in the design must be sent to us as high-resolution files as well as Web-optimized files. Images may be in JPEG, GIF or other standard image formats. Winners will be required to submit design files in Adobe Photoshop (PSD) or InDesign or other standard web design graphic format.
- Designs must be a minimum of 800 x 600 pixel dimension and a maximum of 1080 pixel width.

II. Required Components

- Banner, footer and navigation bars. These should be functional on the HTML pages that you supply, and you should also include any related photos and graphics as listed in the second bullet under "Design Format" above.
- Examples must be supplied of the following:
 - Your design for the IAEM-USA home page, and
 - The IAEM-USA board page design (as an example of what the "inside" page design would look like).
- Recommended navigation links to material currently listed in the pages under IAEM-USA Council at www.iaem.com/USA, as well as your recommended links back to the IAEM-Global Web site at www.iaem.com and the EMEX Web site at www.emex.org.
- A completed and signed Legal Form (see Page 3 of this document) accepting the terms and conditions noted.

Deadline: Entries **must** be received at IAEM Headquarters no later than **Friday, Oct. 22, 2009, 5:00 p.m. Eastern time.**

How to Enter:

1. Mail all materials on 1 CD or DVD, along with a signed copy of the official contest entry form, to:
Dawn Shiley, IAEM Headquarters, 201 Park Washington Court, Falls Church, VA, 22046-4527.
2. Follow up with an email alerting us that you have mailed your files: shiley@iaem.com

Evaluation Criteria

Judges will evaluate entries in accordance with these criteria:

Organization & Navigation (30 points)

- The site's home page design and layout make it easy for a user to find the information needed.
- The site navigation is organized to meet the needs of the IAEM-USA Council, its membership and the emergency management audience.
- Content is written in English; grammar, punctuation and spelling are correct.
- Writing is concise and easy to understand.

Originality & Appearance (30 points)

- Website is creative in presenting the IAEM-USA Council.
- Artwork and graphics (other than the IAEM logo) are clearly the original work of the designer.
- Web site structure, design and style are unique and original.
- Colors, fonts, and overall layout are creative, artistic, consistent across the website, and do not interfere with the ability to easily read content.

Audience Relevance & Appeal (30 points)

- The home page design is organized to meet the needs of the IAEM-USA Council, its membership and the emergency management audience.
- The layout is informative and helpful.
- Developer presents IAEM and emergency management as vital, attractive and proactive to the IAEM-USA audience.
- Website raises awareness and effectively engages the audience.

Media use (10 points)

- Creative and purposeful use of images, audio, video, animation, interactive features, etc.
- All media elements impact the purpose and understanding of IAEM as a professional peer association.

Questions about the contest and specifications should be emailed to:

Dawn Shiley, IAEM Communications & Marketing Manager, at shiley@iaem.com

IAEM-USA Council Web Site Design Contest for IAEM Members
Official Entry Form

Name: _____

Title: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

By submitting my designs to IAEM, I am agreeing to the following terms and conditions:

- I certify that my designs are original, and not published or for sale anywhere previously.
- Also, I certify that my designs do not have any trademarks, logos, copyrighted material, or other intellectual property belonging to a third party.
- I agree that I will not submit, sell or use my design(s) elsewhere, but that upon submission they will become the property of IAEM-USA.
- I accept these Terms and Conditions under Virginia law. Any dispute between me and IAEM-USA shall be decided under Virginia law.

Name (typed or printed)

Signature

Date

Please sign and date at the bottom of the page, and mail the form with a CD or DVD containing all files related to your entry to:

Dawn Shiley
IAEM
201 Park Washington Court
Falls Church, VA 22046-4527