

Web Design Contest

WHAT SHOULD IT LOOK LIKE?

About the contest

Those new public service announcements (PSAs) you saw on the website need a funky new home. You can help The Hearing Foundation of Canada (THFC) by giving us your suggestions for the turnitdown.ca site.

The objectives of **www.turnitdown.ca** are:

- To showcase the three video spots (which can be seen in the current Home page)
- To highlight noise-induced hearing loss (NIHL) to the MP3 crowd

So who's in the MP3 crowd? People in different lifestyle stages, including students (high school, college, and university) and people early in their working lives.

We are looking for a cool and edgy design for this website that has clear navigations to subpages. It would start with a funky but generic home page where visitors can select a life stage group to identify with (ex., *high school, college and university students, career starters*) and which leads to subpages designed to impart the information about noise-induced hearing loss in an age-specific/appropriate format.

Contest rules

- Each competitor may submit multiple entries
- All designs must be original work
- Submissions are to be in English (but the winning design will be translated into French)
- Please, no calls or emails. This is all the information that every designer will receive
- Submit designs in either a pdf or high-quality jpg file format
- No html or CSS coding is needed as we are interested only in the design
- No entries will be accepted after the closing date of January 15, 2008, 5 pm, EST

- A selection committee will be set up by THFC to judge all entries. The committee will include interactive web experts, design professionals and folks connected with THFC
- There will be no correspondence between judges and designers prior to the announcement of the winning entry
- Judges' decisions are final
- By submitting an entry the designer is assigning all rights to the design to The Hearing Foundation of Canada, which reserves the right to use all, part of, or modify the design as needed
- THFC reserves the right not to select a winner if it feels none of the designs submitted reflect the scope of the contest rules or design requirements

Design requirements

- Mainpage and 1 (one) subpage tied thematically together
 - Mainpage
 - Posts the three "turnitdown" videos
 - Incorporates the following Main Navigational Elements (does not have to be limited to a Navigation Bar)
 - Which lifestyle stage are you in? (Define and label your own lifestyle groups, e.g. high school, college and university, career starters)
 - Learn about protecting your hearing
 - Tell your friends about these videos
 - Contact us
 - Donate to The Hearing Foundation of Canada
 - An identified space for the latest news and upcoming events from The Hearing Foundation of Canada
 - Footer with standard area of copyright
 - Subpage can contain
 - 1-3 columns
 - Navigation elements
 - Sample Breadcrumb Trail
 - Sample Content Area containing generic content (Headings and Paragraphs) on hearing health information (information on hearing health can be found at www.hearingfoundation.ca)
- All text must be accessible and conform to international standards on accessibility
- Existing THFC logo must be used ([download The Hearing Foundation of Canada logo](#)). This logo can be downloaded for use only in the context of this contest

How the designs will be judged

Each site design will be judged against the following criteria:

- Balanced and functional layout
- Aesthetics, colour contrast, text size
- Appropriate for each lifestyle stage
- Utilizes the ideas and concepts of hearing health
- Usable and cool
- Pops out, but doesn't burn your eyes
- Complementary to www.hearingfoundation.ca

Contest deadline

January 15th 2008, 5 pm, EST

The winner will be announced in late January at a cocktail reception launching the video spots in Toronto.

Entry submission

Email the following to: respond@hearingfoundation.ca

1. Your name
2. Your email address
3. Daytime phone number
4. Name(s) of file(s)
 - Give your design a name in the following format:
firstnameLASTNAME(p1/p2).(jpg/pdf)
5. In a paragraph or so, write down your thinking behind the design

Contest prize

- Cash prize of \$500
- Attribution in the form of a "Site designed by:" with a link on the footer of the home page to the designer's Webpage, if winning designer has one

The winning design will be used on www.turnitdown.ca, and other sites owned by The Hearing Foundation of Canada as deemed appropriate. The Hearing Foundation of Canada retains all rights to the winning design.