

<b>Category Requirements – 30%</b>	
<b>5 pts.</b>	<p><b>“About this project” Statement</b></p> <p>Two or more html pages should be dedicated to describing the following:</p> <p>What was the purpose of the work? Who is your audience for your work?            Establish who you expect to be viewing your website and what are your goals.            Are you taking a side on an issue and. If so what is your stance? How will you convince your Audience of your position? Can you persuade them to agree?</p> <p>Provide additional insight to the work. This could include (but it not limited to) the following:            Why did you decide on this work?            What ideas do you intend to convey? What references are made?            What do you hope viewers will get out of the piece?</p>
<b>25 pts.</b>	<p><b>Website presentation/execution (10 html pages minimum)</b></p> <p>The website should have a clearly defined purpose and audience. The best web sites will be more than simply informational. How do you engage the viewer? What makes a webpage appealing to you? Please link and arrange the above content in an organized and interesting manner.</p> <p>The web site will also be evaluated by <b>overall site design and usability</b>.</p> <ul style="list-style-type: none"> <li>• Use an appropriate theme that supports the viewer learning about biotechnology, biomedicine or bioethics.</li> <li>• Create a clear navigation system</li> <li>• No page should be more than 3 clicks deep</li> <li>• Keep your image sizes small for ease of viewing.</li> <li>• All multi-media work must be original or attributed to the source. If the material has a copyright/trademark, students must show evidence of attempts to obtain written legal permission.</li> </ul> <p>Your web site should provide valuable, credible, up-to-date information to the user. It should be:</p> <ul style="list-style-type: none"> <li>• Useful to your audience</li> <li>• Easy to read</li> <li>• Interactive</li> <li>• Well-organized</li> </ul> <p>Your website should <i>not</i> be:</p> <ul style="list-style-type: none"> <li>• A collection of PowerPoint slides or a research paper transferred to html pages</li> </ul>

<b>Science Content– 30%</b>	
<b>30 pts.</b>	<p><b>Science/Bioethics Content Understanding</b>          You must include the equivalent of 3-5 typed pages to the science behind your case study. The format as to how you present the scientific information in the website is your choice. In addition, you must have the equivalent of at least 3-5 typed pages describing the basics of bioethics to your audience and why this case constitutes a bioethical analysis. The project should demonstrate a mastery of relevant scientific and bioethical ideas by accurately explaining difficult concepts in terms a layperson could understand. The website should provide an appropriate combination of explanations, examples, and details that are specific, clear, and relevant to the topic. The content of your work should reflect critical thinking about the topic.</p>

<b>Connections and Collaborations; General Written Requirements – 10%</b>	
<b>5 pts.</b>	<p><b>Connections and Collaborations</b>          Include 1-2 typed pages describing the connections you have made with other people as well as the resources you have used the most. More weight is given in judging to those students who put more effort into locating and using available resources. A good use of resources may include working with an advisor or mentor, making arrangements to tour a company, interviewing an adult in your field, in addition to reading an important paper or uncovering an invaluable website. What did you learn? How did this resource help you? An interview with an adult in the field carries far more weight than a Google search. You do <i>not</i> have to request a mentor through NWABR to excel in this area.</p> <p>If a qualified adult (i.e. your Expo Mentor, someone you interviewed or a tour guide at site visit) significantly helped you with your project, please include:</p> <ol style="list-style-type: none"> <li>The person's name, title and contact information.</li> <li>Dates you emailed, talked on the phone or met.</li> <li>Your thoughtful reflections on the experience of working with that person</li> </ol>
<b>5 pts.</b>	<p><b>Website Format and Annotated Bibliography</b></p> <p><b>Please feel free to utilize existing internet sites and webtools to build your website package. On the submission template you only need to submit the URL of your website if it is being hosted by a company on the internet.</b></p> <p><b>If you built your webpage (e.g., using HTML):</b></p> <ul style="list-style-type: none"> <li>Submit your files on a CD or contact Janis Wignall, Expo Manager (<a href="mailto:bioexpo@nwabr.org">bioexpo@nwabr.org</a>) for further instructions.</li> <li>Clearly name a home page file as 'index,' so that judges know where to start when viewing your work.</li> <li>Be sure to make your links relative – one way to check this is to put your files on CD, move them to another computer, and test your site.</li> <li>Do not use spaces or punctuation in filenames! Use underscores to separate words.</li> </ul> <p><b>All projects should include an annotated bibliography</b> in standard MLA or APA format. Include 1 html page listing a minimum of 5 sources. The bibliography should include all books, papers, journal articles, and communications used in your research. For at least 5 sources, provide one reason why you believe the source is credible and describe how it was used in your project.</p>

<b>Creativity – 10%</b>	
<b>10 pts.</b>	<p><b>Creativity</b>          Show your ability to creatively approach or solve a problem, or present evidence of your understanding in ways that are novel or unique. Your website should reflect your special insights and abilities.</p>

<b>Poster/Interview at Expo Event – 20%</b>	
<b>10 pts.</b>	<p><b>Poster</b> Your poster should draw visitors in to view the website. It should convey important information about your project in a visually appealing manner. Use visual aids that relate to the topic and make the viewer want to learn more about it.</p> <p>Displays and models must be freestanding and have the following maximum dimensions: 4 feet width, 2.5 feet depth, and 3 feet height (from table). Make sure your writing is large enough to be read from 3 feet away.</p>
<b>10 pts.</b>	<p><b>Interview</b> <i>Judges will be looking at your effectiveness in communicating your project to them, and your understanding of your topic.</i></p> <p>Your judge will want an overview of your project - practice giving a short (3-4 minute) 'walk-through' of your project that explains it in straightforward terms.</p> <p>You will receive written feedback from your judge regarding the strengths of your project, and how you could make it even better in the future.</p> <p><i>The following are samples of the types of additional questions a judge might ask you: Why were you interested in this topic? What did you learn from doing your project? What was the most enjoyable/difficult aspect of doing this project? What else would you like to find out about this topic?</i></p>
<b>100 points total</b>	

### **What you need to do on or before April 23, 2017**

**Register** for the Student Bio Expo. Student registration will be open between April 3<sup>rd</sup> with a deadline of Sunday midnight April 23<sup>rd</sup> 2017.

**Submit** an electronic copy of your project to NWABR (and your teacher) using the **BOX cloud storage**. Further registration and submission information will be posted at: <https://www.nwabr.org/events-programs/student-events/student-bio-expo>

### **What you need to bring to the Expo**

- Backup copy of website on CD (preferred) or URL of your site if hosted on an external server
- Bibliography Page + Connections and Collaborations
- Please bring a laptop on which to view your project.

# Website Tips

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This category encourages students to present a bioethical analysis of a case study in an engaging website format. It acknowledges the tremendous importance of electronic media in both the research aspects of biomedicine and biotechnology, as well as in communications and learning.

## Bioethical Resources

NWABR has many resources for learning about bioethics.

- You will likely find these articles to be a good place to start to learn about bioethics:  
<http://www.nwabr.org/teachers/professional-development/ethics-science-classroom/readings>
- NWABR specializes in making materials for teachers, but if you read through Bioethics 101 and/or the Ethics Primer, you will learn about how to analyze a case study using bioethics.  
<http://www.nwabr.org/curriculum/bioethics-101>  
<http://www.nwabr.org/curriculum/ethics-primer>
- Seattle Children's has a few case-study scenarios that may also help you learn about ethics.  
***You cannot use these case studies as a basis for your Expo project.***  
<http://www.seattlechildrens.org/research/initiatives/bioethics/education/case-based-teaching-guides/>
- Also this is a list of bioethics resources that we have compiled over the years:  
<http://www.nwabr.org/teachers/alternative-bioethics-resources>

## Website Resources

### Web hosting

A free website host with useful features can be found at: [freehostia.com](http://freehostia.com)

### HTML software resources

Possible sources for free software or shareware. Some resources have 30-60 day free trial periods.

<http://www.photoshopsupport.com/dreamweaver/dw-8/new-features.html>  
[http://www.thefreesite.com/Free\\_Software/HTML\\_freeware/](http://www.thefreesite.com/Free_Software/HTML_freeware/)

### Making a Website

<http://www.mardiros.net/accessible-web-design.html>

### Science Websites

<http://www.worldbest.com/science.htm>

### Award-Winning Websites

<http://www.webbyawards.com/>

### You may also consider:

- Making scientific or bioethical terms hyperlinks that refer to a glossary page
- Writing from the stakeholder's point of view in the first-person ("I").
- Incorporating interesting visuals to demonstrate decision making process or stakeholders
- Linking your case study to other related bioethical stories from the news.
- Present the case study as a cartoon or interactive story rather than in text.

# Student Bio Expo

Student Name:

Student School:

Project Title:

# Website

# WB

## Judging Criteria

(Judging criteria are explained in the *Student Requirements*)

Superior	Excellent	Good	Developing	Limited
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### Website Category Req. (30%)

Bioethical Analysis (15 pts)

Webpage presentation/execution (15 pts)

### Science Content (30%)

Science/Bioethics Understanding (30 pts)

### Use of Resources/Written Req. (10%)

Effort in Use of Resources (5 pts)

Site Format; Annotated Bibliography (5 pts)

### Creativity (10%)

Creativity (10 pts)

### Poster/Interview at Expo Event (20%)

Poster (10 pts)

Interview (10 pts)

## Comments

(Please continue on back, if needed)

**What I found particularly impressive about your project:**

**Pre-Judging:**

**Final Judging:**

**What you could do in the future to make it better:**

**Overall Rating (circle one)**

Superior

Excellent

Good

Developing

Limited