

Knee Knacker Website Makeover Contest

Calling all website designers! We need your help!

The Knee Knacker website is getting tired and dated. It's not obsolete, but in Internet time it's certainly old and a bit frayed around the edges. Frankly, it looks like it was created in 1999. Which it was. So now it's time for a total makeover and with your imagination and design skills, we'd like to create a new Knee Knacker website.

Who Can Enter?

Anyone can enter this contest.

What's in it for Me?

We can't pay you, but if your design is chosen you'll get:

- A pair of Montrail shoes;
- A limited edition Knee Knacker running jacket;
- Credit on the website (you or your company name);
- Fame and glory as you'll be immortalized in our event history!

Contest Schedule

The contest deadlines are very short:

- February 25, 2009 – All prototype designs submitted by midnight, Feb. 25. You can submit multiple designs.
- March 5, 2009 – Design winner is announced at Lottery Night.

If you win the contest, you are responsible for completing the design in two subsequent phases:

- March 31, 2009 – Phase 1 finished and posted.
- April 30, 2009 – Phase 2 finished and posted.

The Prototype, Phase 1, and Phase 2 requirements are described below.

Submission Requirements

Your prototype design submission must:

- Be accessible from an ftp site.
- Have enough working links and content to demonstrate the look and feel of your design.
- Meet all the technical, navigation, appearance, and content requirements described below.

How to Submit Your Entry

Email a link to your prototype's location to rd@kneeknacker.com

Questions?

Email rd@kneeknacker.com if you have any questions about these requirements. Your question will be shared with all designers to ensure everyone is meeting the same requirements.

About the Knee Knacker and Our Website Audience

To help you create the new design, here's some information about who we are and our primary audience.

Who Are We?

The North Shore Ultra Trail Running Society (a non-profit society) organizes the North Shore Knee Knacking race (the Knee Knacker). We are a community organization, dedicated to:

- Holding a fun, safe, world class ultra-marathon trail run (the Knee Knacker).
- Celebrating and promoting the sport of trail running.
- Being involved in the community through:
 - trail work;
 - donating race proceeds to a local charity;
 - encouraging volunteerism of our runners;
 - using local suppliers and sponsors.

Website Audience

The website's main users are:

- Potential racers curious about the race, looking for course and registration information.
- People entered in the race, looking for race updates, instructions, information, and results.
- People interested in volunteering, looking for volunteer opportunities and contact information.
- Race sponsors and potential sponsors.

Knee Knacker Website Makeover Requirements

Technical Requirements

Your design must:

- Be browser independent.
- Look and behave the same no matter which Internet browser is used.
- Use and follow standard HTML techniques and conventions.
- Minimize or avoid the use of Java.
- Consider how new content (eg. race announcements, results, photos) is posted to the website. A design that lets the committee easily post updates means that you don't have to make any updates.
- Have a method to allow content to be added or updated by people with limited (or no) website programming skills. Alternately, you must provide documentation on how to update the website's content.

Your design cannot:

- Use browser specific features (eg. Active-X).
- Use any plug-in software except for Java and Flash.
- Have pop-ups.

Navigation and Appearance Requirements

Your user interface design (navigation and appearance) should use current website navigation techniques, designs, and standards. The user interface should be:

- clean;
- modern;
- simple;
- use a limited colour palette;
- have good header pictures.

You can also:

- Use any typeface for text.
- Use any photo from the Knee Knacker website (see <http://www.kneeknacker.com/photos.htm>)
- Use royalty-free, stock photographs.
- Use the Knee Knacker logo. Email rd@kneeknacker.com for a copy of the logo.

Logo restrictions: You cannot crop or change the logo's proportions (ie. stretch). You can, however, change the logo's size or its background colour to match the website's background colour.

Content Requirements

Prototype Content

The prototype's content must incorporate all of Phase 1's content (shown below), but the actual text need not be finished. You may use placeholders for text.

You can use any, all, or none of the content (text) from the current Knee Knacker website. The content should be organized according to your design, not how it appears in the current website. If you use the current website's content, edit it and re-organize it to fit your design.

Phase 1 Content

Phase 1 must deliver this content:

- race date and time
- contact information
- race route description, map, course profile, mileage summary
- race rules, infractions and sanctions
- 2009 lottery results
- 2009 training run schedule
- 2008 race results
- selected pictures
- sponsor and partner links (not on the home page)
- privacy policy

Phase 2 Content

Phase 2 must deliver this content:

- news and updates from the committee
- historical pictures
- historical results (pre-2008)
- archives
- volunteer information and signup instructions
- race weekend schedule
- race day instructions, directions to start, transportation, parking, drop bags
- aid stations
- cut-off times
- race banquet information
- entry form and instructions (placeholder for 2010 race)
- website credits: website designer, photographers and/or stock image credits (if images are used)

Any or all of the following Phase 2 content is optional:

- weather information
- RSS
- blogs
- community bulletin board
- training information and articles
- Google earth