

## FREQUENTLY ASKED QUESTIONS

### 1. What is the Microsoft bliink Web design competition?

[Microsoft bliink](#) is a web design competition for pre-collegiate students to encourage students to dream big and express their ideas while building their technology skills. Student participants will design and develop a website using Microsoft® Expression® suite of software tools. Students' websites will be judged on a variety of design and communication criteria and winners will receive prizes fabulous prizes including Xbox360, Kinect and the latest video games.

Visit the competition website at <http://bit.ly/Bliink> to learn more and participate.

### 2. What are the eligibility requirements for participation in the contest?

Participants must be currently registered/enrolled in a school or home-school program in a participating state or program ("Eligible Group"), and must meet the eligibility requirements for that Eligible Group. Please select your state or program from the list on the right to see the full eligibility requirements.\*

- Participants must be between the ages of 13 and 19 years of age as of November 30, 2011.
- Participants must compete in teams of 2-4 students. Entries from individuals will not be eligible.
- If you are 13 years of age or older, but are considered a minor in your place of residence you should ask for their parents' permission before entering.

Learn more about the rules at <http://www.bliinkcontest.com/rules.aspx>

### 3. How do I register for the competition?

EVERY student on a team MUST register individually. To register for the Microsoft bliink contest, go to <http://www.bliinkcontest.com/register.aspx> and select the state you go to school in or the program you are affiliated with, for the contest you will be participating in. Then hit the 'Submit' button at the bottom of the page.



On the resulting competition registration page, students enter

- i. Student name and email
- ii. Team name for the competition (needed during website submission process)
- iii. Team Captain name
- iv. School District in which the student is registered
- v. School name
- vi. City in which the school is located
- vii. Teacher name, email and 'class/course name' (course can be 'self-study')
- viii. Student gender, age and grade.

### 4. Is there a theme for the competition?

The theme for the [Microsoft bliink](#) contest is Imagine a Future made Better with Technology. You are invited to envision the world you would like to live in. Imagine how you would solve a local, regional or global challenge:

Dream big! See technology with a different perspective! Individual contests may have additional specific theme requirements. See the eligible group contest page.

Get inspired, by watching this video <http://www.youtube.com/watch?v=zAhJTxC1C8w>

Here are some ideas to get you thinking:

- Help families meet their needs for nutrition, low cost foods, housing, health care, or education.
- Improve the health of your peers.
- Fight health problems. Create healthy yummy snacks to fight obesity and improve health.
- Improve educational opportunities and provide learning resources for children. Develop strategies for teaching acceptance and respect.
- Encourage your community to conserve energy and recycle. Design new uses for recycled materials.
- Engage your community in solving problems; reducing crime, creating or maintaining local parks, beautification, and transportation.
- Create safe havens for victims of crime or harassment.
- Help businesses reach new customers or better satisfy their customers' needs. Encourage support of local businesses.
- Develop products or services that satisfy local needs.
- Reduce energy consumption. Improve or develop implementation plans for an existing energy sources. Redesign housing options to be more green or affordable.
- Find care/homes for children orphaned by AIDS, disasters, or poverty.
- Reduce the rate of deforestation. Protect endangered species.

#### **5. What are the dates of the competition?**

The Creation Phase begins November 30, 2011.

The Registration Phase opens January 2, 2012 at <http://www.bliinkcontest.com/register.aspx>. Competition registration closes on February 28, 2012.

The Submission Phase begins January 2, 2012. The submission deadline varies by state and is listed on the web page for each eligible group contest at <http://bit.ly/Bliink>.

#### **6. What software must I use?**

Participants must use Microsoft Expression software to create the website pages and cannot create the actual website pages with any software applications other than Expression Studio. Participants may include content created or modified with 3rd party software on their website (images, audio, etc.), but they must not violate any copyright or intellectual property laws. Teams will lose points for any content included on their website that violates copyright law or is inappropriately cited.

**You must have obtained any and all consents, approvals or licenses required (for content on your website) before you submit your entry;** and your entry must not otherwise violate the rights of any other person or company by using their trademarks, music, logos, names or images without their consent.

#### **7. How do I get the software?**

All entries to the [Microsoft bliink](#) contest must use the Microsoft Expression Studio software.

Microsoft Expression Studio is made available to students and schools at no cost. Secondary schools in US can receive Expression Studio by contacting [InnovativeTeachers@microsoft.com](mailto:InnovativeTeachers@microsoft.com). The agreement provides the

institution with a site license for installation of software on student & teacher PCs and labs, and the license to distribute the software to students at their school for their personal, home PC.

Students who register for [Microsoft bliink](#) contest are also provided with a [DreamSpark](#) access code and instructions to download a professional full-featured copy of Expression Studio at no cost from the [DreamSpark](#) program for their personal PC.

#### **8. How do I learn how to use Expression Studio?**

You will find many [tutorials](#) and [videos](#) on the expression site to help you along the way.

#### **9. How does a team submit an entry?**

When the team is ready to submit their website, the Team Captain logs in at <http://www.bliinkcontest.com/submit.aspx>, and the enters

- The website name
- Names of the final team members (all must have registered by February 28, 2012)
- Zip file containing the website (less than 10MB)

#### **10. What if the captain forgets their password?**

If a Team Captain forget their password, the team Captain can retrieve it from the [SUBMIT](#) page.

#### **11. How does a captain change the team members?**

When the team Captain submits the website entry to the contest at <http://www.bliinkcontest.com/submit.aspx>, the team Captain enters:

- The website name
- Team member names of the final team
- Zip file containing the website

At this point, the Team Captain can provide the names of the team members who worked on the website. Only team members registered by February 28, 2012 are eligible.

#### **12. How do I know if an entry was successfully submitted?**

An email acknowledgement will be sent to the Team Captain indicating the successful submission of the zip file entry.

#### **13. Are there additional entry requirements?**

- Read the RULES page for complete requirements (<http://bliinkcontest.com/rules.aspx>).
- Your entry must be your own original work; and
- your entry cannot have been selected as a winner in any other contest; and
- you must have obtained any and all consents, approvals or licenses required for you to submit your entry; and
- your entry may not include any third party trademarks (logos, names) or copyrighted materials (music, images, video, recognizable people) unless you have obtained permission to use the materials. You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest.

Entries may NOT contain, as determined by us, in our sole and absolute discretion, any content that:

- is sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or a particular political agenda;
- is obscene or offensive;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or violates any law;

We reserve the right to reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

#### **14. What are the Judging criteria?**

Websites will be evaluated on the following [criteria](#) by a panel of judges: Creativity/Original Ideas (25%), Communication (20%), Organization/ Navigation (20%), and Visual Presentation/ Design (35%).

Points will be deducted for non-functioning aspects and copyright violations.

#### **15. What are the prizes?**

The prizes may vary by Eligible Group. To see the specific prizes awarded, select your contest from the list on the contest [Home](#) page.

#### **16. When will winners be announced?**

Winners will be notified by email by the date listed for each contest. To see the specific dates, select your contest on the contest Home page. The email will be sent to student winners in care of their sponsoring teacher or program leader.

#### **17. What if something unexpected happens and the contest can't run as planned?**

If cheating, a virus, bug, catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Contest, Microsoft reserve the right to cancel, change or suspend this Contest. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Contest, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Contest.

If you attempt to compromise the integrity or the legitimate operation of this Contest by hacking or by cheating or committing fraud in ANY way, we may seek damages from you, or your parent / legal guardian, and we may ban you from participating in any of our future Microsoft Contest, so please play fairly.

Read the complete rules at <http://bliinkcontest.com/rules.aspx>.