



2020 WEBSITE CONTEST RESULTS

2020 PSA Website Contest Participants:

Thanks to each of you who entered this year's contest!

Each large club web site was judged by three, and each small club web site by two, PSA member judges. This process is always quite time consuming and I sincerely appreciate our judges' professionalism, dedication, and commitment to the contest. Once the score sheets were returned and tabulated, 1st, 2nd, and 3rd places and Honorable Mentions were determined and the results are below. You will find your score sheets attached to this cover letter.

In addition, groups that placed will receive a seal (currently in production) to display on their websites once they are generated by the graphic artist.

I have taken on the responsibility for running this contest, after being one of the judges for several years, now that Dick Sprott and Jean Roberts have retired. I know you join with me in expressing thanks to them for many years of running a successful contest. I hope I can continue and build on their success. It is always a treat to look at all of the websites and see the variety of approaches that are taken, as well as enjoying the beautiful and creative photography that is on display. Keep up the good work!

Sincerely,

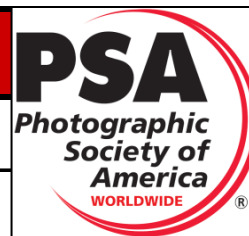
Sam Wilson

PSA Website Contest Director

Congratulations to award winners!

RANK Small Clubs (74 members or fewer)				
1	Atlanta Photographic Society	Atlanta, GA	Chris Handley	https://atlantaphotographic.org
2	Charlotte Camera Club	Charlotte, NC	Eric Notheisen	http://www.charlottecameraclub.org
3 (tie)	Pikes Peak Camera Club	Colorado Springs, CO	Bill Rose	http://www.pikespeakcameraclub.com/
3 (tie)	Wisconsin Area Camera Clubs Organization	Wisconsin	Phyllis Bankier	http://www.wicameraclubs.org
HM	Mayslake Nature Study & Photography Club	Chicago suburbs	Steve Ornberg	http://www.mlnpc.com
HM	Champaign County Camera Club	Champaign County, IL	Jim McEnerney	https://www.champaigncameraclub.org/
RANK Large Clubs (more than 75 members)				
1	Olympia Camera Club	Thurston County, WA	Colleen Easley	https://www.olympiacameraclub.org
2	Plano Photography Club	Plano, TX	David Swinney	https://www.planophotographyclub.com
3	Sandhills Photography Club	Sandhills region of NC	John German	https://www.sandhillsphtoclub.org
HM	Pocono Photo Club	NE Pennsylvania and NW New Jersey	Robert Hare	https://pcc.clubexpress.com/
HM	Grand Photos	Sun City Grand, Surprise, AZ	Mel Whaley	https://grandphotos.org
HM	Minnesota Valley Photo Club	Twin cities, MN	Bev Kiecker & Mary Dahlke	http://minnesotavalleyphotoclub.org/live/

PSA Website Contest Score Sheet 2020



Club, Chapter or Council Name: Plant Photography Club

URL: <https://www.planophotographyclub.com> Judge: 1

Each judge will critique the criteria within the major categories by assigning points that indicate his/her impression of your site. Points awarded for each criteria are averaged to result in a category score. The category scores are added for an overall score total at the top of the score sheet. A bonus score at the bottom of the 2nd page might add additional points awarded at each Judge's discretion for an overall possibility of 90 total points.

OVERALL SCORE (90 points maximum)

51

1. FIRST IMPRESSIONS

		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Immediate visual impact upon opening site		9		
b	Clearly identifies what this site is all about		9		
c	Content on page provides overview of site		10		
d	Speaks to your audience (members AND visitors)		9		
e	Home page is logically organized and devoid of clutter		7		
f	Navigational links provide clear and direct access to site		10		
g	Prominent information is just that - prominent		10		
h	Lasting first impression. You'll remember this one		6		
8		NO CREDIT	70	0	70
				Average =	9

2. OVERALL DESIGN

		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Consistent navigational design throughout		10		
c	Layout emphasizes most important information first		10		
d	Color usage is consistent and is readable		9		
e	Visual images download quickly		10		
f	Links are descriptive and work fast		10		
g	Text and font are easy to read throughout		10		
h	Carefully edited for grammatical and/or spelling errors		9		
i	Use of white space is effective		7		
j	Site pages are visually polished and professional		7		
9		NO CREDIT	82	0	82
				Average =	9

3. CONTENT

		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Clear and concise information - gets to the point quickly		10		
b	Content is up to date or timeless (no dates if not needed)			11	
v	Content and resources are appropriate to site		10		
d	Club Information calendar, where / when available	0			
e	Membership information accessible to guests		9		
f	Users can provide feedback or request information		8		
g	If private issues are on site, area for member only access		9		
7		NO CREDIT	46	11	57

		Average =			8
4. SITE EFFECTIVENESS		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Technology-is up to date and functional		10		
b	Site should load easily on desktops, phones and tablets		7		
c	Minimal scroll on pages		8		
d	Navigation consistent, direct & easy to use on each page		10		
e	Ability to print, share, save and download		9		
f	"Home" icon consistently located for easy reference		10		
g	Ability to launch external links and navigate back to club website		10		
h	Webpage layout adjusts to different screens sizes		9		
i	Site accommodates novice to expert users		8		
9		NO CREDIT	81	0	81
		Average =			9
5. PROFESSIONALISM		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Copyright laws observed		10		
b	Third parties appropriately cited		10		
c	External link disclaimers		10		
d	Clarity throughout site presentation		10		
4		NO CREDIT	40	0	40
		Average =			10
BONUS	Judges: Did this site grab your attention more than others? Has it had a lasting impression within this experience of judging sites? Using your own personal guidelines as to what makes a website interesting and effective, you <u>may award</u> an additional <u>1 to 15 points</u> to the score earned for recognition beyond the basics of website design as stated in the criteria above. The space below is for comments (strengths, weaknesses and areas for improvement)				
					6
A nice, easy site to use					
<p>“Without good design it is easy to miss the point” Bjami Wark</p> <p>“Design is not just what it looks like and feels like. Design is how it works.” –Steve Jobs</p> <p><i>Good Heart+Passion+Web Design+SEO+Digital Marketing+Dedication+Positiveness+Patience = Success</i></p> <p><u>Thanks for joining us this year! We appreciate your support of PSA and its activities!</u></p>					

PSA Website Contest Score Sheet 2020



Club, Chapter or Council Name: Plano Photography Club

URL: <https://www.planophotographyclub.com>

Judge: 2

Each judge will critique the criteria within the major categories by assigning points that indicate his/her impression of your site. Points awarded for each criteria are averaged to result in a category score. The category scores are added for an overall score total at the top of the score sheet. A bonus score at the bottom of the 2nd page might add additional points awarded at each Judge's discretion for an overall possibility of 90 total points.

OVERALL SCORE (90 points maximum) 81

1. FIRST IMPRESSIONS		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Immediate visual impact upon opening site			15	
b	Clearly identifies what this site is all about			13	
c	Content on page provides overview of site			14	
d	Speaks to your audience (members AND visitors)			15	
e	Home page is logically organized and devoid of clutter			12	
f	Navigational links provide clear and direct access to site			15	
g	Prominent information is just that - prominent			14	
h	Lasting first impression. You'll remember this one			14	
8	Very nice first impression - like the use of logo, design, images. Bottom of page gets a little cluttered.	NO CREDIT	0	112	112
				Average =	14
2. OVERALL DESIGN		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Consistent navigational design throughout			15	
c	Layout emphasizes most important information first			15	
d	Color usage is consistent and is readable			15	
e	Visual images download quickly			15	
f	Links are descriptive and work fast			14	
g	Text and font are easy to read throughout			15	
h	Carefully edited for grammatical and/or spelling errors			15	
i	Use of white space is effective			12	
j	Site pages are visually polished and professional			14	
9		NO CREDIT	0	130	130
				Average =	14
3. CONTENT		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Clear and concise information - gets to the point quickly			14	
b	Content is up to date or timeless (no dates if not needed)			15	
v	Content and resources are appropriate to site			15	
d	Club Information calendar, where / when available			15	
e	Membership information accessible to guests			15	
f	Users can provide feedback or request information			14	
g	If private issues are on site, area for member only access			15	

7		NO CREDIT	0	103	103
				Average =	15
4. SITE EFFECTIVENESS		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Technology-is up to date and functional			15	
b	Site should load easily on desktops, phones and tablets			13	
c	Minimal scroll on pages			13	
d	Navigation consistent, direct & easy to use on each page			15	
e	Ability to print, share, save and download			15	
f	"Home" icon consistently located for easy reference			15	
g	Ability to launch external links and navigate back to club website			15	
h	Webpage layout adjusts to different screens sizes			14	
i	Site accommodates novice to expert users			15	
9	Quicklinks are a little difficult on a phone - not responsive as the rest.	NO CREDIT	0	130	130
				Average =	14
5. PROFESSIONALISM		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Copyright laws observed			15	
b	Third parties appropriately cited			15	
c	External link disclaimers			15	
d	Clarity throughout site presentation				
4		NO CREDIT	0	45	45
				Average =	11
ONLINE	Judges: Did this site grab your attention more than others? Has it had a lasting impression within this experience of judging sites? Using your own personal guidelines as to what makes a website interesting and effective, you <u>may award an additional 1 to15 points</u> to the score earned for recognition beyond the basics of website design as stated in the criteria above. The space below is for comments (strengths, weaknesses and areas for improvement)				
					12
<p>I am not a fan of the help section on Visual Pursuits sites since it pertains to them and not to you - this may be a "have to" feature and I should not complain. I just find it unprofessional and distracting and Help should help me with your site not theirs. Still, I remember Plano from last year and feel that this site is a huge improvement over last year. Well done.</p>					

"Without good design it is easy to miss the point" Bjami Wark

"Design is not just what it looks like and feels like. Design is how it works." –Steve Jobs

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Thanks for joining us this year! We appreciate your support of PSA and its activities!

PSA Website Contest Score Sheet 2020



Club, Chapter or Council Name: **Plano Photography Club**

URL: **planophotographyclub.com** Judge: **3**

Each judge will critique the criteria within the major categories by assigning points that indicate his/her impression of your site. Points awarded for each criteria are averaged to result in a category score. The category scores are added for an overall score total at the top of the score sheet. A bonus score at the bottom of the 2nd page might add additional points awarded at each Judge's discretion for an overall possibility of 90 total points.

OVERALL SCORE (90 points maximum) 70

1. FIRST IMPRESSIONS		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Immediate visual impact upon opening site			14	
b	Clearly identifies what this site is all about			15	
c	Content on page provides overview of site			12	
d	Speaks to your audience (members AND visitors)			15	
e	Home page is logically organized and devoid of clutter			13	
f	Navigational links provide clear and direct access to site			14	
g	Prominent information is just that - prominent			15	
h	Lasting first impression. You'll remember this one			13	
8	c. Too much information on the home page, some of it should be or is already on other pages.	NO CREDIT	0	111	111
				Average =	14
2. OVERALL DESIGN		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Consistent navigational design throughout			14	
c	Layout emphasizes most important information first			14	
d	Color usage is consistent and is readable			14	
e	Visual images download quickly			14	
f	Links are descriptive and work fast			14	
g	Text and font are easy to read throughout			15	
h	Carefully edited for grammatical and/or spelling errors			14	
i	Use of white space is effective			14	
j	Site pages are visually polished and professional			14	
9		NO CREDIT	0	127	127
				Average =	14
3. CONTENT		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Clear and concise information - gets to the point quickly			13	
b	Content is up to date or timeless (no dates if not needed)			15	
v	Content and resources are appropriate to site			14	
d	Club Information calendar, where / when available			13	
e	Membership information accessible to guests			15	
f	Users can provide feedback or request information ¹			14	
g	If private issues are on site, area for member only access			15	

7		NO CREDIT	0	99	99
				Average =	14
4. SITE EFFECTIVENESS		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Technology-is up to date and functional			14	
b	Site should load easily on desktops, phones and tablets			14	
c	Minimal scroll on pages			13	
d	Navigation consistent, direct & easy to use on each page			14	
e	Ability to print, share, save and download			14	
f	"Home" icon consistently located for easy reference			15	
g	Ability to launch external links and navigate back to club website			14	
h	Webpage layout adjusts to different screens sizes			14	
i	Site accommodates novice to expert users			14	
9		NO CREDIT	0	126	126
				Average =	14
5. PROFESSIONALISM		0	5-10	11-15	
Evaluation of the Following Criteria:		NO CREDIT	GOOD	EXCELLENT	
a	Copyright laws observed			14	
b	Third parties appropriately cited			14	
c	External link disclaimers			14	
d	Clarity throughout site presentation			14	
4		NO CREDIT	0	56	56
				Average =	14
ON!	Judges: Did this site grab your attention more than others? Has it had a lasting impression within this experience of judging sites? Using your own personal guidelines as to what makes a website interesting and effective, you <u>may</u> award an additional <u>1 to15 points</u> to the score earned for recognition beyond the basics of website design as stated in the criteria above. The space below is for comments (strengths, weaknesses and areas for improvement)				
					0
Overall, a good job on your website.					
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