WEBBY AWARDS: MOBILE & APPS PROJECT

Due: Tuesday, May 7, 2013 @ End of Hour

<http://winners.webbyawards.com/2013> <http://www.webbyawards.com/index.php>

“The Webby Awards is the leading international award honoring excellence on the Internet. Established in 1996 during the Web's infancy, The Webbys is presented by the International Academy of Digital Arts and Sciences ([**IADAS**](http://iadas.net/)) — a 1,000+ member judging body that includes Executive Members comprised of leading Web experts, business figures, luminaries, visionaries and creative celebrities, and Associate Members who are former Webby Award Winners and Nominees and other Internet professionals.”

Today we are going to check out the history of the Webbys, in particular, the awards for Games – Tablets & Other Devices (dated from 1998!) and “Mobile & Apps”, which beings in 2007. To do this, we are going to look at the past and present, create a project in [Prezi](http://www.prezi.com) comparing the two.

**Get Started:**

You will create a Prezi (You may need to create an account) that showcases the Webby Awards. The Prezi should consist of five parts: History of the Webbys, Comparison Study of TWO Years of the Webbys: Mobile & Apps (at least 3 years apart), Comparison Study of TWO Years of the Webbys: Games - Tablets & All Other Devices, a Biography of one person who has won the “Lifetime Achievement Award”, and your own personal opinion of the Webby Awards.

Part 1 – History of the Webbys

Provide a history of the Webbys. Be sure to provide at least two screen shots.

Who created it?

How does the International Academy of Digital Arts & Sciences participate with the Webbys?

Who judges the Webbys each year?

Any other information you would like to provide:

Part 2 – Comparison Study of TWO Years of the Webbys: Mobile & Apps (at least 3 years apart)

You will look at the Winners for the Webbys: Mobile & Apps from two years – at least 3 years apart. There are many different years you can pick – 2007/2013, 2008/2011, etc.

Which two years will you use? Are they at least 3 years apart?

Choose four areas to compare (this might be hard the first year because there are only 6 nominees total – in comparison, 2013 has 195!) These areas should include some of the following: Best User Experience, best Visual Design, Best Practices, Best Use of Device Camera, Best Use of GPS or Location Technology, Best Use of Mobile Video, Integrated Mobile Experience, Guides/Ratings/Reviews, Lifestyle, Social Gaming, Utilities.

The above four areas may be impossible in the early years – so just pick four if you can’t find the “Best of”.

Compare the areas that you’ve picked for each year.

Add a screen shot for each app you utilize (there should be eight total for this section). If you can’t find the app to download, take a screen shot online on the Webbys site using the Snipping Tool.

Part 3 – Comparison Study of TWO Years of the Webbys: Games – Tablets & All Other Devices

**(at least 10 years apart – HINT: In the later years this winner is located in the Mobile & Apps Section)**

You will look at the Winners for the Webbys’ Games: Tablets & All Other Devices from two years – at least 10 years apart. There are many different years you can pick – 1998/2013, 2001/2011, etc.

Which two years will you use? Are they at least **10** years apart?

Compare the two sites. You may need to use the [WAYBACK MACHINE](http://archive.org/web/web.php) to see what the websites look back “back then”…

Add a screen shot for each game you utilize (there should be two total for this section). If you can’t find the app to download, take a screen shot online on the Webbys site using the Snipping Tool or a picture of the site from “way back when”.

Part 4: Research One Lifetime Achievement Award Recipient

Research one lifetime achievement award recipient from any year.

Describe their background – age, family, career, etc.

What did they do to achieve this award? What contributions did they make to the web design or “web” industry?

Include 1 – 2 screen shots – at least of the person.

Part 5: Personal Opinion

This section should include your opinion about:

The Webbys: Mobile & Apps Winners of 2013

AND

Whether or not you think the Webbys (Mobile & Apps included) are important – what do they add to the web design community? (Or what could they add that they don’t?)

How to Submit Your Prezi

Project: Submit the Prezi URL to the Google Form located on frwebdesign.weebly.com under the tab: “App Design Prezi”