

FREQUENTLY ASKED QUESTIONS

1. What is the Microsoft bliink Web design competition?

[Microsoft bliink](#) is a web design competition for pre-collegiate students that encourages students to dream big and to 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 January 5, 2011.
- Participants must compete in teams of 2-4 students. Entries from individuals will not be eligible.
- Participants under the age of 18 should ask for their parents' permission before entering.

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

3. How to 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.



The image shows a portion of a web form. On the left is an orange button with the text "Select Contest" in white. To its right is a light gray dropdown menu with a downward-pointing arrow. The text inside the dropdown menu is "All other US States".

On the resulting competition registration page, students enter

- i. Student name and email
- ii. Team name for the competition (needed during website submission)
- iii. Team Captain name
- iv. School District the student is registered at
- v. School name
- vi. City that the school is in

- 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!

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

Here are some ideas to get you thinking:

- Feed the world with high-nutrition, low cost foods
- Create healthy yummy snacks to fight obesity and improve health
- Improve food production in arid lands or the ocean
- Improve educational opportunities and provide learning resources for children
- Create safe havens for victims of crime or harassment
- Develop strategies for teaching acceptance and respect
- Find care/homes for children orphaned by AIDS, disasters, or poverty
- Reduce the rate of deforestation
- Protecting endangered species
- Improve or develop implementation plans for an existing technology such as wind, solar or wave/hydro power.
- Redesign housing options to be more green or affordable
- Encourage teens to conserve energy and recycle.
- Design new uses for recycled materials.
- Engage your community in creating or maintaining local parks and green spaces.

5. What are the dates of the competition?

Registration is now open for [Microsoft bliink](#) at <http://www.bliinkcontest.com/register.aspx>

Competition registration closes on February 28, 2011. The website submission deadline varies by state and is listed on the Rules page at <http://www.bliinkcontest.com/rules.aspx>

Submission Deadline	Eligible Group
March 1, 2011	Groups in IL, NV, including MESA NV
March 2, 2011	Groups in CA, NM, TX, including MESA CA
March 3, 2011	Any remaining groups that fall outside of the March 1 and March 2 deadline groups.

6. What software must I use?

Participants must use Expression software to create their websites. Participants may not use software outside of Expression Studio to create their websites. Participants may include 3rd party content 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 Web site) 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. Middle and high schools in US can get a subscription to MSDNAA by contacting InnovativeTeachers@microsoft.com. This provides the institution with a site license for installation of software student & teacher PCs, 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 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
- Team member names
- Zip file containing the website (less than 10MB)

to submit the team's Bliink contest website entry.

9. What if the captain forgets their password?

If a Team Captain forget their password, the team Captain can go to <http://www.bliinkcontest.com/forgotpassword.aspx>, enter the information submitted during registration:

- User name: <Your email address>
- Secret question: <choose from list>
- Answer: <your entry for the secret question>

Team Captain's password will be displayed on the website.

10. 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, 2011 are eligible.

11. 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.

12. Are there additional entry requirements?

- Your entry must be you / your teammates own original work **and**
- Your entry cannot have been selected as a winner in any other contest; **and**
- You, or your parent / legal guardian, are solely responsible for any local or federal taxes on the prize.

Other than what is set forth below, we are not claiming any ownership rights to your entry. However, by submitting your entry, you (or, if you are a minor, your parent or legal guardian):

- are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test and otherwise analyze your entry and all its content in connection with this Contest; and (ii) feature your entry and all into content in connection with the promotion of this Contest in all media (now known or later developed);
- understand and acknowledge that the Microsoft may have developed or commissioned materials similar or identical to your entry and you waive any claims you may have resulting from any similarities to your entry;
- understand that we cannot control the incoming information you will disclose to our representatives in the course of entering, or what our representatives will remember about your entry. You also understand that we will not restrict work assignments of representatives who have had access to your entry. By entering this Contest, you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law;
- understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules

Please note that following the end of this Contest your entry may be posted on a website selected by us for viewing by visitors to that website. We are not responsible for any unauthorized use of your entry by visitors to this Web site. While we reserve these rights, we are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

If you (or, if you are a minor, your parent or legal guardian) do not want to grant us these rights to your entry, please do not submit your websites to this Contest.

13. 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 taken away for non-functioning aspects and copyright violations.

14. What are the prizes?

The prizes may vary by Eligible Group. To see the specific prizes awarded, select your contest from the list.

15. 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 from the list on the right. The email will be sent to student winners in care of their sponsoring teacher or program leader.

16. 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.