The Bancroft Library
Web Development Prize Competition

Open to any currently enrolled student, graduate or undergraduate, on the Berkeley campus

The Friends of The Bancroft Library will underwrite a competition, open to any Berkeley student, for the redesign of the Bancroft web site. First prize will be $1000; second prize, $600, third prize, $300. Entries must be submitted on a DVD by July 1, 2009.

Challenge: The current Bancroft Library web site (http://bancroft.berkeley.edu/) was state-of-the-art when it was designed in 2001. While it has been kept up to date in terms of content, it has not kept up with emerging web technologies (web 2.0) that can enhance library services and information. We would like to challenge our Cal students to conceptualize the new Bancroft Library website—a site that will provide access to our content yet also offer features to meet current user needs and expectations.

Things to keep in mind:

- The words "The Bancroft Library, University of California, Berkeley" must appear on each page of the website
- Focus on the look, feel, and desired functionality; and not on the updating method (the Library has both a homegrown content management system and Drupal).
- What desirable features should be included?
- What changes would you suggest to the organization of the content? The website should make it easier for users to find what they are looking for, either by its structure or by its user interface. It should also give greater prominence to our collections and research programs (Mark Twain Project, Regional Oral History Office, Center for Tebtunis Papyri).
- What changes would you suggest to the terminology used?
- The Bancroft Library is one of the most heavily used special collections libraries in the country. Bancroft serves students, scholars, and citizens of the State of California and also attracts researchers from across the nation and around the globe.

Rules

1. The redesign should make provision for the inclusion of all of the elements currently on the Bancroft web site; however, it is not necessary to flesh out all the detail.
2. The website should allow for a high degree of interactivity with Bancroft's users, both on and off campus. Thus consideration should be given to applications like Facebook, YouTube, Second Life, Flickr.
3. The entries will be judged on originality and compatibility with Bancroft's mission and collections.
4. Implementation will need to take into account usability, feasibility of implementation, and technical, legal, and campus policy considerations.

All submissions will become the property of The Bancroft Library. For further information, please consult Charles Faulhaber, Director of The Bancroft Library (cfaulhab@library.berkeley.edu, 510 642-1458).