GREETING CARDS

University of Memphis Language Fair 2019

ℹ️ GUIDELINES

- Students will create original greeting cards in the target language. The card may be intended for use for birthdays, holidays, or any other appropriate occasion.
- Entries must be in the form of a traditional greeting card: standard greeting card size, folded, with design and short greeting on cover, and with a text of 20-50 words on the inside. Cards may not be computer-generated.
- The following information must be found on the back of the card:
  - **Category: GREETING CARDS**
  - **Language**
  - **School**
  - **Name of student**
  - **Name of teacher**
- Greeting cards that have won prizes in previous years may not be re-submitted.
- Maximum of two entries per class and one student per card.
- Foreign language students, native/heritage speakers, and speakers of cognate languages are welcome to participate in this event.
- If a greeting card does not have "Cultural Relevance"; then, the art is eliminated from judging.
- All display events (Art, Crafts, Greeting Cards, Posters, and Research Projects) must be in the appropriate room (organized by language) by 8:45 a.m. on the day of the Fair. They must also be retrieved from the rooms where they are displayed by 2:00 p.m. or they will be thrown away.

ℹ️ JUDGING

CRITERIA	OUTSTANDING (4)	NOTEWORTHY (3)	FAIR (2)	POOR (1)
Visual Impact	The **unique** organization of elements, content and execution create a **striking and memorable work**. It has the power to **"wow"** the viewer.	The organization of artistic elements, content, and execution create a **cohesive work**. The work has a **lasting impact** on the viewer.	The organization of artistic elements, content, and execution is **adequate**. The work **holds the viewer's attention**.	The organization of artistic elements, content and execution are **inadequate**. There is **little or no impact on the viewer**.
Creativity	The design shows **unique ("outside of the box")** and **creative** interpretation with **great attention to details**.	The design shows **creative** interpretation with **attention to details**.	The design shows an **attempt at creativity** with **some attention to details**.	The design is **not creative** and shows **no attention to details**.
Cultural Relevance	The design displays **significant** understanding of the target culture	The design displays **adequate** understanding of the target culture	The design displays **some** understanding of the target culture	The design displays **little to no** understanding of the target culture
Grammar	**Correct usage** of grammar structures	Occasionally mistakes, but overall **understandable** content and purpose	Fair amount of grammatical mistakes; **understandable with some difficulty**	**Difficult to understand** due to multiple grammar mistakes.
Use of Target Language Vocabulary	Correct usage of vocabulary related to the theme; demonstrates **variation** of vocabulary and **control** of spelling/writing forms	Some mistakes in vocabulary usage, spelling/writing forms, but **understandable** content and purpose	Fair amount of incorrect vocabulary applied; incorrect spelling/writing forms **understandable with some difficulty**	**Difficult to understand** due to multiple misuses of vocabulary and incorrect spelling/writing forms

Judges will determine whether the **greeting card** has real learning value for the student, especially in the event of a tie.

If teachers have any doubts about the appropriateness of the **greeting card**, please contact flfair@memphis.edu.