VIDEO

University of Memphis Language Fair 2019

ℹ GUIDELINES

- Students in Chinese, French, German, Japanese, or Spanish will submit an original video in the target language to be judged prior to the day of the Fair. Videos for Latin are not accepted.
- **Videos must be submitted by February 28, 2019.** Winners will be announced the day of the Fair.
- Videos may be (but are not limited to) skits, musical performances, or any other oral use of the target language. Stock footage may only be used very minimally.
- Videos must be done solely by the language student(s), not by students who are not enrolled in the language class.
    - ○ Foreign language students and speakers of cognate languages may participate in this event.
    - ○ Native and heritage speakers may perform in the video, but may NOT be involved in any scriptwriting (they may perform a script written by other participants or extemporize their own roles) and may NOT be involved in writing or editing inserted post-production. They must be identified as native or heritage speakers in an accompanying list of credits (on paper or in the video).
- The video must be entirely in the target language and should be 3-5 minutes in length; for any video longer than this, only the first five minutes of any submission will be judged.
- All submissions must be submitted as a valid **YouTube link.** No other formats will be accepted.
- At the beginning of the video, please include: title, the student's names, school, teacher, language, and level.
- Maximum of **five (5)** video entries per class.
- Videos may NOT contain subtitles (in English or the target language) since students' oral use of language is judged.
- For all entries, the students must submit the Video Competition Entry Form and follow the Academic Integrity Pledge outlined and agreed upon by the teacher during the registration process. The entry form should be submitted with the accompanying YouTube link to the video. The YouTube video should have the same title as the video title on the entry form.
- Videos will be judged by faculty of the Department of World Languages and Literatures before the Fair.

ℹ JUDGING

CRITERIA	OUTSTANDING (4)	NOTEWORTHY (3)	FAIR (2)	POOR (1)
Content	The **unique** organization of content and visual elements create a **striking and memorable work**. It has the power to **"wow"** the viewer.	The organization of content and visual elements create a **cohesive work**. The work has a **lasting impact** on the viewer.	The organization of content and visual elements is **adequate**. The work **holds the viewer's attention**.	Content is **inadequate**. There is **little or no impact on the viewer**.
Creativity	The video shows **unique ("outside of the box")** and **creative** interpretation with **great attention to details**.	The video shows **creative** interpretation with **attention to details.**	The video shows an **attempt at creativity** with **some attention to details**.	The video is **not creative** and shows **no attention to details**.
Cultural Relevance	The video displays **significant understanding** of the target culture	The video displays **adequate understanding** of the target culture	The video displays **some understanding** of the target culture	The video 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.
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