

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.**
- 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 of video, the student's names, school, teacher, language, and level.
- Maximum of two (2) 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 sign the accompanying pledge, which will also be signed by the teacher. 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.
- Winners will be announced the day of 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

