

# INFOGRAPHIC - NATIVE/HERITAGE SPEAKERS

## University of Memphis Language Fair 2023

### i GUIDELINES

- Students will design a **digital infographic** using the theme for this year's fair but need not incorporate it word for word. **Pictures of posters are not permitted.** If the infographic does not adhere to the theme, it will not be judged.
- Any writing on the infographic must be in the target language.
- Submissions will be accepted starting February 1<sup>st</sup> and will close on March 3<sup>rd</sup>. All work is to be submitted via the online registration form at [www.memphis.edu/fair/](http://www.memphis.edu/fair/).
- Attached to the infographic should be another document with the following information:
  - Students' names
  - School
  - Teacher
  - Language
  - Level (I, II, III, of IV)
- Maximum of **three** entries per class period and **maximum of two competitors per infographic.**
- Only native speakers, heritage speakers/learners, and speakers of cognate languages can participate.
  - **Native Speaker** – the majority of formal education is in the target language
  - **Heritage Speaker/Learner** – the majority of formal education is in English, but the target language is commonly used for communication in the home
  - **Second Language Learner** – little or no experience with the target language outside of formal education
  - **Cognate languages** are ones that closely related to the language being tested, such as Portuguese speakers in Spanish contests.

### i JUDGING

CRITERIA	OUTSTANDING (4)	NOTEWORTHY (3)	FAIR (2)	POOR (1)
<b>Use of Target Language/ Vocabulary</b>	Correct usage of vocabulary related to the theme; demonstrates <b>variation</b> of vocabulary and <b>control</b> of spelling/writing forms.	Some mistakes in vocabulary usage, spelling/writing forms, but <b>understandable</b> content and purpose.	Fair amount of incorrect vocabulary applied; incorrect spelling/writing forms <b>understandable with some difficulty.</b>	<b>Difficulty to understand</b> due to multiple misuses of vocabulary and incorrect spelling/writing forms.
<b>Visual Impact</b>	The <b>unique</b> organization of elements, content, and execution create a <b>striking</b> and <b>memorable</b> work. It has the power to <b>"wow"</b> the viewer.	The organization of art elements, content, and execution create a <b>cohesive</b> work. The work has a <b>lasting impact</b> on the viewer.	The organization of art elements, content, and execution is <b>adequate.</b> The work <b>holds the viewer's attention.</b>	The organization of art elements, content, and execution are <b>inadequate.</b> There is little or <b>no impact</b> on the viewer.
<b>Cultural Relevance</b>	The design displays a <b>significant understanding</b> of the target culture.	The design displays <b>adequate understanding</b> of the target culture.	The design displays <b>some understanding</b> of the target culture.	The design displays little to <b>no understanding</b> of the target culture.

Judges will determine whether the **infographic** has real learning value for the student in the event of a tie.

If teachers have any doubts about the appropriateness of the **infographic**, please contact [flfair@memphis.edu](mailto:flfair@memphis.edu).