

GREETING CARDS

University of Memphis Language Fair 2024

i GUIDELINES

- Students will create original greeting cards in the target language. The artwork should be your original work. You are not permitted to copy an image from a website and paste it onto your card.
- 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: A7 card - Dimensions 10 in x 7 in (flat) or 5 in x 7 in (folded), with design and short greeting on cover, and with a text of 20-50 words on the inside (either vertical or horizontal orientation).
- The following information must be provided 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.
- World language students, native and heritage speakers/learners, and speakers of cognate languages are welcome to participate in this event.
- If a greeting card does not have "Cultural Relevance", then the card 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.

See next page for judging criteria.



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 detail .	The design shows creative interpretation with attention to detail .	The design shows an attempt at creativity with some attention to detail .	The design is not creative and shows no attention to detail .
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 in the event of a tie.

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