

INFOGRAPHIC - NATIVE/HERITAGE SPEAKERS

University of Memphis Language Fair 2024

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 1st and will close on March 1st. All work is to be submitted via the online registration form at www.memphis.edu/fair/.
- All submissions must be submitted together in **one PDF or Word file per level** at the time of registration.
- The files should be named in this manner: a submission from French 3 at School X would be named "SchoolXFrenchInfographicHNSLevel3.pdf" or "SchoolXFrenchInfographicHNSLevel3.docx".
- Each submission must include the following information:
 - Student name(s)
 - School
 - Teacher
 - Language
 - Level (I, II, III, 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)
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 .	Difficulty to understand due to multiple misuses of vocabulary and incorrect spelling/writing forms.
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 art elements, content, and execution create a cohesive work. The work has a lasting impact on the viewer.	The organization of art elements, content, and execution is adequate . The work holds the viewer's attention .	The organization of art elements, content, and execution are inadequate . There is little or no impact on the viewer.
Cultural Relevance	The design displays a 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.

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.