

Video Competiton

Theme: Not just a language class

Submission Guidelines

1. Participation is limited to students who are enrolled in the STARTALK Immersion Summer language program at the time of submission.
2. Total video podcast length is not to exceed 2 minutes. On the video, please be sure to include:
 - o Your first name only (NO LAST NAMES PLEASE!)
 - o Your grade
 - o The name of your school
 - o How long you have been studying the Mandarin
 - o Why you chose to study the language(s)
 - o How you use what you are doing in your language class in other areas of your life
3. Your language teacher must register for you.
4. The video podcast must be viewable by all audiences; "G" rating.
5. Only one submission per student or group, please.

Submissions that do not meet these guidelines will not be considered.

Video specifications

- 2 minutes maximum in length
- MP4, MPEG, MOV, MPG, MPEG or WMV format in DV or higher quality

Contest Deadlines

The contest begins June 9, 2008. The video submission deadline is Aug 8, 2008.

Entry categories

- Middle School: Students enrolled in grades 6-8.
- High School: Students enrolled in grades 9-12.

Follow copyright laws

Be sure that you have permission to use any music, video, or animation that appears in your video. No commercial content is permitted.

Audience

The audience for these videos is the public at large so the use of English is encouraged although portions may be in the target language. All content should be appropriate for all ages.

Judging Criteria

All videos in all categories will be judged on the following criteria:

1. Content: Is the "message" **engaging and appropriate** to the theme of the contest?
 - Be sure the content of your video addresses the theme "Not just a language class!". Your video should show us how you use the language outside of the language classroom.
 - The content of your message should show some evidence of the 5C's of the national standards communication, Connections, Comparisons, Cultures, and Communities. (For more information about the 5 C's, visit, <http://www.actfl.org/files/public/execsumm.pdf>). For example, perhaps you have made "connections" and/or "comparisons" between the target language(s) and culture(s) with other areas of interest.
 - The content should be appropriate for all audiences .e. a "G" rating.
2. Creativity: Is the idea shared **innovative and creative**?
 - We are looking to see how you have made the target language *your own*.
 - Your video should show why using the language is important *to you*.
3. Execution: Is the use of **technology effective** and **used appropriately** to get the "message" across to the audience?
 - We recommend that you watch your own video and focus on the use of the video camera. Ask yourself:
 - Is the video camera too close or too far away from the speaker(s)?
 - Did I move the video camera too quickly (making the viewer dizzy)?
 - Is the image on the video clear and appropriate for all audiences i.e. "G" rating?
4. Effect: Was the overall effect achieved in **communicating** to the audience?
 - We recommend that you watch your video again. This time focus on how well you communicated your message. Ask yourself:
 - Is my voice too loud or too soft?
 - Is my speech too fast or too slow?
 - Are any flashcards or pictures easy to read or see?
 - Is the message appropriate for all audiences i.e. "G" rating?
 - Remember to avoid using any copyrighted music or other copyrighted audio/visual materials.

Finality of Decisions: All decisions are final and binding in all matters relating to this competition.

Prizes:

Prizes for "The Video Competition" winners:

First place: A Wii

Second place: An iPod nano (8GB)

The programs reserve the right to withhold any taxes as required by applicable law. All prizes will be awarded (other than prizes withheld for tax purposes as required by applicable law) and are not transferable. No substitutions (including for cash) are permitted. Winners will be required to supply a student ID number prior to the award of any prize.