

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, 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—i.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.