

Les Césars de la Francophonie 2016

Video competition

« En allant à l'école... »

A. Aims

This video competition is organized by the AFLE (*Association Français Langue Etrangère de Hong Kong et Macao* – The Association of Teachers of French in Hong Kong and Macau) and the Consulate General of France in Hong Kong and Macau. It aims at providing Hong Kong Secondary school students, aged 12 to 17, with the opportunity to use the French language in a fun and creative way, and to display their high level of achievement in French.

B. Eligibility

1. Participants must be registered as full-time students in a Hong Kong secondary school (any status : local, international, ESF, etc.)
2. Participants must be learning French in their school or any other institution at the time of the application.
3. Participants must apply via their French teacher, who must be a member of the AFLE.
4. Participants must NOT be native speakers of French.
5. Participants must be able to join the 2-week linguistic stay at the St Denis International School (Loches, France) in July 2016.

C. Video Clip

1. Each individual participant must submit one digital video clip on the theme: **“En allant à l'école...”**
2. The video clip must be 1 to 2 minutes long, not including the 10 second title screen (see #3). Videos shorter than 1 minute or longer than 2 minutes will be disqualified.
3. All entries should begin with a 10 second full-screen “title screen” that includes the following information:
 - a. Participant's name
 - b. School name
 - c. Title of video
 - d. Total running time (not including the 10 second title screen)
4. Only the following formats will be accepted : AVI, WMV ou MPEG.
5. The video clip must include a commentary and/or a dialogue in French. This commentary and/or dialogue must last for at least 50% of the total duration of the video clip. The person speaking on the video clip must be the participant. In case of a dialogue, the participant must speak for at least 50% of the total duration of the video clip.
6. Musical background and/or subtitles (in French) are allowed.
7. The participants authorize the organizers to use and broadcast their video clip, in part or in its entirety, on their websites or elsewhere, in a non-commercial framework, without further notification nor compensation. (see declaration form)

D. Evaluation Criteria

The jury will evaluate the videos on 3 criteria :

1. French language (25%): pronunciation, syntax and vocabulary;
2. Videography (70%): alignment with the theme, originality, creativity and interest of the story, originality, variety and relevance of the filming technique;
3. Clip and speech durations. (5%).

E. Prizes

1. **First prize:** An intensive 2-week-long linguistic stay at the St Denis International School in Loches (Loire Valley, France) in July 2016, including tuition fees, accommodation in student hall, meals, activities and visits as well as transportation from Hong Kong to Loches and back. (Prize offered by the St Denis International School and the AFLE).
2. **Second prize:** A lunch for 2 at the restaurant “La Table de Patrick” (Central, HK) (Prize offered by the restaurant “La Table de Patrick”).
3. **Other prizes will be announced later.**

F. Calendar

1. **17 dec. 2015** : Launch of the competition.
2. **5 Feb. 2016** : Last day for participants to send in their registration form, as well as the title of their video clip, via their French teacher, by email.
3. **20 Feb. 2016** : Last day for participants to send in their video clip, via their French teacher, by email.
4. **12 March 2016** : Viewing of the best entries and prize-giving ceremony during the *Les Francophonistes* festival.

G. Registration process

- Step 1: Inform your teacher of your willingness to participate in the competition and fill in the registration form.
- Step 2: Hand in the filled-in and signed registration form to your French teacher. Don't forget to add the title of your video clip!
- Step 3: Your French teacher will then forward all registration forms to the AFLE (on or before 5 Feb. 2016). In the meantime, start writing your scenario, and then do the shooting and editing of your video clip.
- Step 4: When your video clip is ready, give it to your French teacher, who will then forward it to the AFLE (on or before 20 Feb. 2016).
- Step 5: The winners and their French teachers will be informed by email in early March so that they can attend the prize-giving ceremony. All participants and their French teachers are of course invited to attend the ceremony as well (12 March 2016).