

AGTV Werbespot Competition 2019

Primary (Years 5 and 6) and Secondary (Years 7 to 12)

Individual or group entries from students in AGTV Member Schools

NB: No limit on the size of a group entry in 2019

Design Brief: Grammatik macht Spaß!

Scenario: Grammar is the glue that holds a language together. Your advertising company has been tasked to make a video clip to show how German grammar is easy and fun to learn.

Task: Produce a **20 to 60 second video** about an **aspect of grammar** to **simply explain the grammar** to students of German your own age **in a fun way** (e.g. gender of nouns, conjugation, imperative, word order, tense). The video will be uploaded to a website for learners of German called *Grammatik macht Spaß!*

Prizes: AGTV Werbespot Trophies and small prizes. *Participation Certificates forwarded to schools.

Scope of Task:

1. **Choose a name** for your advertising company to write on your Entry Form.
2. **Decide what aspect/s of grammar you will focus on** in your video and **think of an idea or ideas** that would make the grammar point **easy to understand** and **fun to learn**.
3. **Include the slogan - *Grammatik macht Spaß!*** - in your video in spoken or written form.
4. **Work out a story board** to plan the content and visuals of your video.
 - Language used must be **mostly German**, some English is acceptable.
5. **Produce a video between 20 and 60 seconds**, saved as an **MP4** file.
 - The video may be a screencast, animation, a filmed sequence etc. or combination.
 - Any student appearing on screen must be with permission of parents/carers.
 - The advertisement could be serious and/or funny but not offensive. The **content*** of the video must be **suitable to be screened to the general public**.

*It is the responsibility of the students and the school to honour copyright of third parties.

Criteria for Judging

- Covered all elements incl. a slogan and length of video
- Cohesive screenplay
- Clarity and accuracy of text (spoken or written)
- Technical production
- Persuasive appeal

Deadline for Entries: Sat 7th September 2018 Send MP4 file/s to: agtvwerbespot@gmail.com

Important information for Teachers

Teachers register the school's participation online. All Student Entry Forms, Permission Forms and School Entry Forms will be available to download from the AGTV Website under 'Noticeboard'. Only teachers can submit entries. **Schools select a maximum of 4 entries per school**, and forward along with the **School Entry Form** and **Individual or Group Entry form** for each videoclip submitted.

NB: The AGTV reserves the right to screen selected videos at events and upload to AGTV websites.

View entries from previous Werbespot Competitions: **AGTV album on VIMEO:** <https://vimeo.com/album/3768557>