



Submission Guidelines: National French Week 2025 Media Contest

Submission deadline: December 19 , 2025

Thème: Design your future with French!

Time limit: 3 minutes

Submission limit: 5 submissions/teacher/school

Please contact Catherine Ousselin, Director of Curricular Resources and Social Communications / National French Week Video Contest Administrator with questions about technology tool suggestions or troubleshooting.

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Please **preview** the projects before submitting to ensure that they meet the contest standards and theme.

2025 is the contest's 14th year anniversary! In 2024, we had 115 entries in two divisions. Félicitations à celles et à ceux qui ont participé!

This year's theme is: Theme: **Design your future with French!**

Contest guidelines:

- There are two competition divisions: **Intermediate** (grades 6-8) and **Secondary** (grades 9-12)
- Teachers should submit **ONE** form for each video or project.
- **Three minute** time limit per video. Please disregard any printed errors in our publications.
- Videos must conform to all school rules and codes of conduct.
 - Videos with references to alcohol, drugs, or violence will not be accepted.
- Projects must relate to the current year's theme. Videos that are for class projects or previous years' themes will not be judged.
- Background music: Please **do not use copyrighted music** in the video or as background music. While it does add to the appeal of the video, it is not acceptable use. [Suggestions for background music are listed below.](#)
- No copyrighted figures (ie. Snoopy, Astérix, etc).
- Each entry must be the original work of current student(s) in French whose teacher is an AATF member for 2025.
- All submissions become the property of the AATF and may be used in AATF publications and social media sites.
 - All participants in the video completion will receive certificates.
 - The top ranking submissions (1st- Honorable Mention) will receive monetary prizes.

Submission | Sharing guidelines

- YouTube videos should be “**unlisted**,” NOT private. Anyone with the link should be able to view. YouTube is the preferred sharing option.
 - NB: With Google’s new “Content for kids” regulations, **we will not be able** to feature any video posted under a student’s account. The videos will be judged, but **we cannot save** them to the YouTube Contest playlist or share them on the contest blog. If possible, please use a teacher/adult account.
- All submissions via **Google Drive** / docs **MUST BE** accessible to any viewer.
 - If using a school account, click the “ADVANCED” button under SHARE and choose “Open to anyone/public on the Web”
 - If a submission requires permission, it may NOT be considered for competition. **Please check the permissions with your students before submitting.**
- Submissions via **iCloud**: Please check the link permissions. iCloud links sometimes expire before the videos are rated.
- Submissions via **Powtoon** or other video creation tools: Please check permissions and link expiration.

Judging Criteria:

- Submissions that are obvious projects for a class project that **does not** relate to the theme will **not be rated**.
- Visual impact, relevance to the theme, and originality are the key points to a successful project.
 - **Relevance to theme:** This criteria allows for variety in interpretation, but a cooking video for the “The Future is French” video does not relate.
 - **Visual impact:** Does the video go beyond a seated figure reading from a cue card?
 - **Originality:** Did the video producers integrate new ideas for the theme or presentation style?
 - **Presentation:** Was the presentation effective in conveying the theme and students’ message?
 - **Content:** Was the video engaging, purposeful?
 - **Organization:** Is there a logical progression to the project?
 - French language use will receive extra credit.
 - Obvious Google Translate scripts will not receive extra credit.
 - Our judges are generous in awarding points for French, but if the language is not **mostly** comprehensible, fewer points will be awarded.

Suggestions: In recent years, judges have noted that many videos rely heavily on France and stereotypes of the French and France (mustaches, berets, striped shirts,

croissants, escargots, baguettes...). We invite you to challenge your students to look beyond the French Revolution, Impressionist artists, and Coco Chanel. Depending on the theme, integrate the Francophone world and current Francophone artists, music, clothing trends, and food.

Royalty-Free background music options:

1. [Fractus learning blog](#) - 5 free and legal options for student project music
2. [Adobe Education Exchange](#) - Royalty-free music suggestions
3. [Incompetech](#)
4. [Pixabay](#)