

4-H PROMOTIONAL VIDEO EVALUATION/CRITERIA

Name of Exhibitor(s): _____ Age(s) _____

Exhibit Title: _____

Share why you love 4-H with a video! What do you enjoy about your 4-H experience and what would you like to share with others? Create a video that captures why youth should participate in 4-H in your community. Your video should inform, entertain, and convince the audience. Assume that the audience does not know anything about 4-H. The video must be no more than one (1) minute. Your video will be played at State Day but judged in advance. Below you will find an evaluation of how effective your exhibit is. Read their comments to see what they think would improve your exhibit. Thank you for exhibiting your work!

| Criteria | Excellent | Very good | Good | Fair | Not Done | Comments/Suggestions: |
|--|-----------|-----------|------|------|----------|-----------------------|
| Design: | | | | | | |
| Style and Organization: Video content is organized and flows. Video is logical and effective, background distractions are minimal. | 4 | 3 | 2 | 1 | 0 | |
| Creativity: Interesting use of camera angle, sound effects/music, close up and distance shots enhance video. | 4 | 3 | 2 | 1 | 0 | |
| Message/Content: | | | | | | |
| Content: Video is caught and held, viewers could easily follow, material was appropriate and in accordance with 4-H program content expectations | 4 | 3 | 2 | 1 | 0 | |
| Message: Interesting 4-H. Presents accurate information about 4-H participation and projects. Inclusive welcoming to all and leaves | 4 | 3 | 2 | 1 | 0 | |
| Quality: Music and words were loud enough to hear; images were in focus; lighting appropriate, camera work is steady. | 4 | 3 | 2 | 1 | 0 | |
| Written Reflection: | 4 | 3 | 2 | 1 | 0 | |
| Overall Impression: Presentation attracted and maintained interest | 8 | 6 | 4 | 2 | 0 | |