

4-H VIDEO PRESENTATION CONTEST GUIDELINES

Updated 2/15/2017

PURPOSE:

To allow 4-H members to learn communication skills through preparing and presenting a video, as well as answering questions from the audience.

VIDEO CONTEST:

- ✓ All videography and editing done by contestants.
- ✓ Follows copyright laws regarding music, still images, clip art, etc.
- ✓ Includes contestant's choice of music and video production techniques.
- ✓ Format may include video footage, still photography, computer animation, stop motion, etc.

VIDEO GUIDELINES:

- The video must have credits showing who participated in the creation of the video and what their roles were.
- The credits also must include the title of the video and any participants.
- Others who are not taking part in the contest may appear in the video, however, all editing and production of the video must be done by the contestants.
- All music, video, images and computer animations used must be 4-H appropriate. Contestants should seek guidance from their 4-H leaders if they need help determining if the content is 4-H appropriate.
- Video must comply with copyright laws and the 4-H emblem must be used appropriately.
- Photo releases must be submitted with the video for everyone appearing in the video and submitted to judges.
- Participant(s) are responsible for playing the video either from an online source or from a media storage device. Check with the local Event Coordinator to ensure Internet access is available at the event site. It is wise to have a backup plan for any digital media. Consider whether the video is in a standard, playable format.
- Parents, 4-H leaders and others are encouraged to inspire, guide and help with developing ideas for the video; however, the video entry must be the work of the 4-H member or team.
- 4-H members are encouraged to review the 4-H Movie Magic project book, published by MSU Extension in April 2011 for information on making videos.
 - Other materials can be found at: https://store.msuextension.org/Products/4-H-Montana-Clover-Communications_5342.aspx, <https://montana.box.com/v/4-HCommunicationsResources>

VIDEO EVALUATION:

Contestants will be judged on video content, creativity, flow of the video, technical performance and presentation. Contestants will be asked about the message they intended to portray, their target audience, platform where the video is posted and effectiveness.

Length: Videos should be between **30 seconds and 5 minutes in length**. If video does not meet length requirements points, may be deducted. Contestants will have approximately 15 minutes to show the video and be interviewed. The time will be divided between time viewing the video (5 minutes) and interviewing with the judges (10 minutes). In the interview, contestants will present their video and answer questions about their video such as, what they learned, technologies that were used in making the video, the message and the intended audience.

Number of Presenters: An individual presentation is delivered by one person. A team presentation is delivered by up to three people. Team members should divide work equally. An uneven distribution of work will impact the evaluation. The team is evaluated together. Counties may enter any number of individual participants or team participants.

Content: Copyright laws must be observed. A contestant(s) may be disqualified from the contest for inappropriate content. 4-H appropriate content includes: respectful, nonviolent, not lude or vulgar, uses professional or considerate language without swearing or derogatory words, and is free of degrading content. Photo releases must be presented for individuals consistently appearing in the video.

Questions: Anyone may ask questions. Judges ask questions first. Time for questions may be limited.

FINALS:

If the number of contestants warrant, a finals round will be held. Finalists will follow the same format with a new set of judges. All finalists will be judged by the same judges.

More than one platform may be used for this event, depending on the number of contestants. Contestants will be assigned to platforms randomly.

The Video contest will be held on contest day of Montana 4-H Congress. There will be **two to three (2-3)** judges per platform. Each judge will use the scoring rubric. Using the rubric scores, judges will be asked to rank the presentations and select those worthy to continue to a finals round if one is necessary. 4-H members should be prepared to present twice in the event they continue to finals. *4-H members should check with contest chair to know how/where finals contestants will be posted.*

AWARD:

The top placing individual or team will be awarded with a medal and certificate. There will be **no** award trip during this year (2017). However, participants may compete in another communications contest (public speaking, demonstration/illustrated talk or career) in addition to a video production ontest, to be eligible for an award trip.

Montana 4-H
4-H Video Presentation Evaluation

Member Name(s): _____ Age: _____

_____ Age: _____

County: _____ Video Title: _____

Video	Level 1 (1 point)	Level 2 (2 points)	Level 3 (3 points)	Level 4 (4 points)	Points
Topic	Topic is too challenging or too easy for speaker's skill level.	Topic could be more challenging for speaker.	Appropriate for speaker's age and skill level.	Challenging for speaker's age and skill level.	
Technique	Of the various techniques, more are unacceptable in their use in the video. Practice needed in learning the techniques required.	Marginal with a few areas acceptable. More work on technique needed.	Acceptable use of exposure and focus in the camera, angle shots and frame composition, lighting, transitions, and use of text or other graphics.	Exceptional use of exposure and focus in the camera, angle shots and frame composition, lighting, transitions, and use of text or other graphics	
Audio (including any music used)	Audio is distracting or inappropriate or is copyrighted and licensing permission not included. Voice quality needs more attention.	Audio quality is marginal; voice quality is lacking consistency.	Audio is acceptable; quality is good but inconsistent throughout.	Audio is meaningful and aids the story line – coordinated with images. Voice quality is clear and consistently audible throughout.	
Effectiveness	More practice is needed to maintain audience interest.	Audience interest is maintained.	Effort is shown to enhance audience interest and involvement.	Multiple techniques are used to successfully create audience interest.	
Interview					
Organization	Production needs to be more organized.	Production follows a logical progression.	Organization assists presentation of production.	Production shows a strong structure that enhances effect.	
Voice	Volume, pronunciation or vocal variation needs improvement.	Voice and language are adequate.	Voice and language are skillful and effective.	Volume, tone, timing, inflection, and language enhance presentation.	
Manner and Appearance	Appearance, body language or gestures need improvement.	Appearance and mannerisms are appropriate.	Appearance and mannerisms are presented with business like conduct and style.	Appearance and mannerisms are presented with a professional demeanor and personal style.	
Questions	More practice is needed to answer questions.	Questions answered or handled when unable to provide answers.	Skillful answers to questions and relate to the presentation's purpose.	Questions used to extend the teaching of the presentation.	

Total Points _____ Presentation Time _____

Ribbon Placings: Blue 32- 24 points Red 23-16 points White 15 points and below

Where all of the requirements met? (ie: length, 4-H appropriate, copyright, media release)

What did the 4-H member do particularly well?

What could the 4-H member have done differently to make presentation more effective?

Additional comments:

Name of Evaluator: _____