

4-H PROMOTIONAL VIDEO EVALUATION/CRITERIA

Score \_\_\_\_\_

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 evaluator’s opinion as to 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:
<i>Design:</i>						
<b>Style and Organization:</b> Video content is organized and flows. Transition between “scenes” is logical and effective, background distractions are minimal.	4	3	2	1	0	
<b>Creativity:</b> Interesting use of camera angle, sound effects/music, close up and distance shots enhance video.	4	3	2	1	0	
<i>Message/Content:</i>						
<b>Content:</b> Subject is introduced, viewers’ attention 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	
<b>Message:</b> Sparks viewer’s interest in 4-H. Presents accurate information about 4-H participation and projects. Is inclusive, welcoming to all, and leaves viewer wanting to know more about 4-H.	4	3	2	1	0	
<b>Quality:</b> Music and words were loud enough to hear; images were in focus, lighting appropriate, camera work is steady.	4	3	2	1	0	
<b>Written Reflection:</b>	4	3	2	1	0	
<b>Overall Impression:</b> Presentation attracted and maintained interest	8	6	4	2	0	
<b>Point Deduction:</b> 1 point will be deducted if sources are not listed						Total points deducted: _____
<b>Bonus Point:</b> 1 point if video is free of spelling and grammatical errors on any text that appears and scripted dialogue is free of grammatical errors.						

Blue Ribbon (32-27 points) = Excellent     Red Ribbon (26-19 points) = Very Good     White Ribbon (18-1 points) = Good

Additional Comments or Suggestions: \_\_\_\_\_

