

UNIVERSITY OF CALIFORNIA 4-H PRESENTATION MANUAL ADDENDUM



Prototype Presentation Categories

For consideration as new categories
for the 4-H Presentation Manual
Revised August 10, 2021



Prototype Presentation Formats

GUIDELINES FOR NEW PRESENTATION FORMATS

The new prototype presentation formats included here are under consideration for inclusion in a future edition of the UC 4-H Presentation Manual.

Development Process

A subcommittee of the State 4-H Public Speaking and Communications Advisory Committee developed these two prototypes to support 4-H members using new digital media (video essay) and methods to present information (infographics).

Subcommittee: Susie Roeser, Kate Lyn Sutherland, Ciara Zito, Clairissa Mangal, and Sadie Camacho.

Youth Are Invited to Present at the State 4-H Presentation Day

The formats are being tested at the State 4-H Presentation Day and are open to any 4-H member (aged 9 to 18) without prequalification requirements. No prior blue or gold is required and members may present these while also presenting in one of the ten standard formats.

Feedback Requested

We invite feedback from 4-H youth and volunteers. We welcome feedback from youth who have tried these formats and those who have not. Please send your feedback to 4hsfd@ucanr.edu. We also welcome new ideas for presentation formats.

Presentation Type	Posters and Slides	Visual Aids	Length	Number of Presenters	Questions Asked?	Note Cards	References
Infographic	Minimum 1 (Infographic)	No	3-15 minutes total & 3-5 minutes talking	1 to 2	Yes	No	Yes
Video Essay	None	No	3-15 minutes total & 3-5 minutes talking	1 to 2	Yes	No	Yes

Infographic			
39	State		State
	Min	Max	
Platinum	39	39	100%
Gold	35	38	90%
Blue	31	34	80%
Red	27	30	70%
White	0	26	0%

Video Essay			
41	State		State
	Min	Max	
Platinum	41	41	100%
Gold	37	40	90%
Blue	33	36	80%
Red	29	32	70%
White	0	28	0%



INFOGRAPHIC

An infographic is a visual representation of data and information. The term is short for Informational Graphic. In recent years, the term has come to mean a specific type of visual, often containing a collection of different images, charts and graphs centered on a single topic using minimal text. Infographics convey a specific message by using data presented in an eye-catching manner to educate and/or persuade an audience by communicating information quickly and clearly.

Posters or Digital Image: Your Infographic will be the “centerpiece” of your presentation. It can either be presented on a single standard size poster board or a single digital image that can be seen/projected on a computer screen without having to scroll up and down to see the entire image. See the section “Tips for Posters and Digital Visual Aids” on page 9 of the handbook for additional information on the mechanics of creating your poster or digital image.

Topic: The topic of your Infographic will be based on the 4-H State Ambassadors platform for the year you are presenting. The topic is announced annually in the fall on the state 4-H website at <http://4h.ucanr.edu>.

For example, the 2019-2020 team’s platform was: “Provide training to strengthen leadership skills using social networking, communication skills and goal setting to help youth plan for their future.” An Infographic might show how social networking can strengthen leadership, how goal setting affects one’s future or what communication skills are most important when social networking, etc. It is the presenter’s choice how they want to approach the platform topic and what data they will use in their Infographic to convey the topic/message to their audience.

Visual Aids: No visual aids (other than the Infographic itself) will be used by the presenter to assist with the delivery of this presentation. No props are allowed.

Length: The presentation should be three to five minutes and then there will be questions and dialogue with the evaluators. Presenters are expected to introduce their Infographic with a prepared oral presentation including:

- introduction.
- an overview of the content on their Infographic.
- intended audience for the display.
- ideas that the presenter hopes the viewer will learn from the display.
- where the display may be used.
- the process used to select and display the data shown; the presenter should provide a brief review of the information on the board but not read the display.
- cite sources of material used.

Number of Presenters: An individual presentation is delivered by one presenter. A team presentation is delivered by two presenters. Team members should divide work and speaking parts. An uneven distribution of work or speaking parts will impact the scoring of the presentation.

Questions: Only evaluators may ask questions. Time for questions may be limited. Evaluators are expected to have an educational discussion that includes questions with the presenter about their Infographic.

Note Cards: Presenters may not use notes. Posters and/or visual aids should provide any necessary prompting.

Attire: Wear attire that is neat, clean, acceptable in repair and appearance. Attire does not display profanity, products or slogans that promote tobacco, alcohol, drugs, or sex. Costumes may be worn.



VIDEO ESSAY

Insightful and entertaining, a Video Essay can be used to present any topic the presenter is passionate about. This form of communication is known for its audio visual content with voiceover commentary offering in-depth analysis by its creator. The video essay is linear, time-based, and requires a complex interplay of developing ideas and gathered material. It uses:

- moving image visual elements.
- spoken word commentary and/or caption cards, subtitles, etc.
- incorporates 'talking head' sections where the author (or others) speak to the camera in original shots made for the purpose.
- incorporates panning, tracking over, or zooming in and out of static images to reveal detail.
- uses transitions to manage time, maintain interest and interconnect the extracts, excerpts and commentaries.

The goal of a video essay is to persuade, educate, or critique. Successful Video Essays usually begin with a thesis (point, claim or theme) that is supported by the audio/visual material used in the Video Essay.

Digital Content: Your Video Essay will be the "centerpiece" of your presentation. Create your Video Essay using a format that can easily be shown to your audience using a computer with internet connection at a 4-H Presentation Day Event. (YouTube, Vimeo, etc.)

Topic: The topic of your Video Essay should be related to your 4-H career or your "Spark." It is the presenter's choice how they want to approach their chosen topic and what media sources they will use in their Video Essay. Content should be appropriate for viewers of all ages (rated G.)

Visual Aids: No visual aids (other than the Video Essay itself) will be used by the presenter to assist with the delivery of this presentation. No props are allowed.

Length: The presentation to introduce the Video Essay should be three to five minutes long. The Video Essay itself should be no longer than eight minutes. After the Video Essay has been played for the audience there will be questions and dialogue with the evaluators. Presenters are expected to introduce their Video Essay with a prepared oral presentation including the

- introduction.
- how the Video Essay relates to their 4-H experience or spark.
- brief description of how they selected and edited the material in their Video Essay.
- what they hope their audience will learn from their Video Essay.
- cite sources of material used in their video or in the research process they went through creating their Video Essay. (Sources should also be included in the Video Essay itself for viewers who may see the video without hearing the introduction.)

Number of Presenters: An individual presentation is delivered by one presenter. A team presentation is delivered by two presenters. Team members should divide work and speaking parts equally. An uneven distribution of work or speaking parts will impact scoring of the presentation.

Questions: Only evaluators may ask questions. Time for questions may be limited. Evaluators are expected to have an educational discussion that includes questions with the presenter about their Video Essay.

Note Cards: Presenters may not use notes.

Attire: Wear attire that is neat, clean, acceptable in repair and appearance. Attire does not display profanity, products or slogans that promote tobacco, alcohol, drugs, or sex. Costumes may be worn.

