Illustrated Talk or Demonstration Video

1. Exhibitors can earn Achievement Premium Points by presenting an individual or Team Illustrated Talk Video or Demonstration Video in the animal areas of BEEF, STEER OR SHEEP.
   1. Demonstration - A finished product in the end is completed
   2. Illustrated Talk – Talk about what to do; no product is completed at the end.
2. Videos must be registered for each animal project. In the case of Beef & Steer, it may be the same video, but it needs to have a separate registration form.
3. A team consists of 2 youth exhibitors who are both entered in the same specie competition at the 2018 Florida State Fair. In order for both exhibitors to receive points both must have speaking parts in the Video.
4. Exhibitors must compose an original video based on their own research and use of skillathon materials. Assistance in recording the Demonstration or Illustrated Talk is allowed.
5. Topic of Illustrated Talk or Demonstration must relate to the Skillathon topic of Health as related to your project of Beef, Steer or Sheep.
6. Length of Illustrated Talk or Demonstration Video:
   - Juniors - 3 to 5 minutes
   - Intermediate – 5 to 7 minutes
   - Seniors – 7 to 10 minutes
   ** 5 points will be deducted in the REQUIREMENT category
7. Exhibitors are required to be in Official Show Attire when doing presentation
8. Failure to adhere to the rules may result in disqualification, which is the decision of the judges.
9. Since all videos will be judged prior to the Fair, all video registration forms with video link must be submitted on or before January 11, 2018. Each exhibitor must complete the On-Line Registration Form which is located on the Florida State Fair Agribusiness website – www.floridastatefairag.com. All videos will need to be uploaded to YouTube on or before January 11, 2018. Please Note: Videos on DVD or CD will not be accepted!!! Please keep the video open on YouTube until end of the Florida State Fair.
10. Videos become property of the Florida State Fair with rights to publish for promotion or training.
11. Please refer to appropriate Pages of the Youth Beef, Steer or Sheep Rules and regulations for additional information on “How to Create a Demonstration / Illustrated Talk Video” and “How to Submit Registration Form with Video Link”.
How to Create a Demonstration/Illustrated Talk Video

1. Preparing your Demonstration/Illustrated Talk
   a. Related to the Skill-a-thon topic for current year.
   b. Within the time limit:
      - Juniors – 3 to 5 minutes
      - Intermediates – 5 to 7 minutes
      - Seniors – 7 to 10 minutes
   c. Introduction – Body – Summary
   d. Use the judging sheet to assist in your preparation

2. Resources on ‘How to Do a Demonstration’
   a. Visual Communication, Ricky Telg, Professor UF/IFAS CALS
      http://edis.ifas.ufl.edu/WC101
   b. 4-H Presentation Manual, University of California.
      http://4h.ucanr.edu/files/2193.pdf
   c. Do a Visual Presentation, Stacey Ellison, Regional Specialized Agent Florida 4-H.
      http://edis.ifas.ufl.edu/pdffiles/4H/4H16300.pdf 4HGC059

3. Preparing to Video Demonstration/Illustrated Talk
   a. Equipment
      - Video Camera, Camera with video ability
      - Microphone
      - Tripod
      - Lights
   b. Person to shoot the video
   c. Set – up of your video location
      - Small room – normal 8’ ceiling height
      - Place your demo table in front of a blank wall
      - Place an easel/screen to one side
      - Make sure the light source is to the camera’s back
   d. Filming
      - Film at time without distracting noise, traffic, phone ringing, etc
      - Make sure your outfit is official show attire (required) and that it does not bleed into
      - the wall color.
      - Straight shots: Introduction – middle and ending
      - Overhead shots: Specific “how-to” in the middle
      - Film overhead shots separately and edit into the main video
      - Move the tripod to table and turn the camera looking down on the table; here you can
      - shoot your hands putting items together and get a better video of what you are doing.
   e. Audio
      - A good video has an excellent audio. Types of microphones are
        lavaliere (clip-on), hand-held and shotgun (very long and attach to camera- very
        sensitive). Many cameras have audio, check if an external microphone such as a
        lavaliere can be used. Test your internal microphone before filming. If you can use an
        external microphone, a lavaliere microphone is suggested. It allows for movement as
        you demonstrate.
f. Lighting
   Test the lighting in the room for a sample video shot. Will it wash out the speaker or cast shadows? Secure external lighting to highlight the speaker and table. The lighting should be parallel to the camera towards the film area.

4. Lights – Camera – ACTION
   a. Practice first before shooting
   b. After a few practice runs, now shoot a sample
   c. Review the video
      Does it appear seamless?
      How is the lighting? Are there problem areas to fix?
      Is the audio clear and understandable?
      Check the timing – are you within the limits?
      Does the video flow well and easy to follow?
   d. After fixing any parts of your demonstration, re-video
   e. When you are satisfied with your video, make sure you save it with your Title, Name and County

5. Submitting Your Video and Registration Form
   a. Deadline is January 11, 2018
      Entry Form with Video Submission
      ▪ Registration Forms are located under the tab Rules & Entry Forms on this website http://www.floridastatefairag.com
      ▪ Open the Show Information page (Youth Steer Futurity, Beef Show Rules, Youth Sheep Show Rules)
      ▪ Click on the On-Line Video Registration Form. Fill out the form electronically and submit the form. Make sure all required information is included – especially the unlisted link to your YouTube video.
      Video Submission: YouTube.com
      ▪ Upload as Unlisted so that only you and the Florida State Fair have access.
      ▪ File Format must be .MP4 or .WMV
      ▪ Maximum length of any video is 10 minutes long (note your required listed times per age division)
      ▪ Instructions are available at https://www.youtube.com/watch?v=e3JvQAPY9eY
      Check how the video displays on YouTube...if it does not post as you would like, then troubleshoot and re-do or upload again. Be sure to identify this is an edited video in your title.
   b. Copyrights and Trademarks
      Entries must not violate any copyrights or trademarks, including music. Here is an example of some sites that hosts licenses for music for your use: http://creativecommons.org/music-communities; http://www.youngfilmacademy.co.uk/student-zone/copyright-free-music
      Be sure to cite your use of any music with a text over your video or a poster with its credit.
      On posters or slides – do not use brands copyrights or trademarks, create your own brand and cover the brand. This will eliminate the loss of points. Just crediting the brand is NOT acceptable.

Summary Complied by Georgene M. Bender, Regional Specialized Agent 4-H University of Florida. Credit to Ricky Telg, “Producing Your Own Video Program” AEC340, and “Producing an Educational Video” AEC343. UF/IFAS Agricultural Education and Communication Department. August 2015.
Florida State Fair
Demonstration/Illustrated Talk Video Score Card

<table>
<thead>
<tr>
<th>Benchmark</th>
<th>Max. Score</th>
<th>Exhibitors Score</th>
<th>Judge’s Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibitor (30 points)</strong></td>
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<tr>
<td>Appearance and Poise: Neat, wearing show attire. Demonstrates confidence.</td>
<td>10</td>
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<tr>
<td>Voice and Grammar: Clear voice, enunciates words. Correct grammar.</td>
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<tr>
<td>Requirements: Video must be on topic and within the time limits</td>
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<tr>
<td><strong>Presentation (50 points)</strong></td>
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<tr>
<td>Introduction/Team:</td>
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<tr>
<td>1. Effective, interesting. Gives explanation of the purpose of the Demonstration/Illustrated Talk. Introduces team. Gains attention.</td>
<td>5</td>
<td>5</td>
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<tr>
<td>2. Team members work together and divide speaking parts equally.</td>
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<tr>
<td>Use of Materials: Uses the right equipment for the Demonstration/Illustrated Talk. Audience can see what the demonstrator is doing.</td>
<td>5</td>
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<tr>
<td>Visual Aids: Well-arranged equipment, posters, charts, and supplies. Visual aids are neat and easily read. Used visual aids in presentation.</td>
<td>10</td>
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<tr>
<td>Sequence: Steps of Demonstration/Illustrated Talk are well organized, clear and logical. There is evidence that the Demonstration/Illustrated Talk was well planned.</td>
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<tr>
<td>Demonstration: There is a flow that follows the steps and materials being used. Exhibitor explains while demonstrating, filling the time during the process.</td>
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<td>Summary: Key points are summarized. Resources are sited.</td>
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<td><strong>Subject Matter (20 points)</strong></td>
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<td>Accuracy: Information is accurate and complete.</td>
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<td>Difficulty: Material presented is appropriate for the age level of presenter.</td>
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<tr>
<td>Results: Purpose of Demonstration/Illustrated Talk was accomplished.</td>
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<tr>
<td><strong>Total:</strong></td>
<td>100</td>
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