

4-H Communication Arts Festival—Judge's Criteria Sheet

Poster

Name:	4-H Club:	Grade in School:
Title of Presentation:		
Evaluation Area	Very Good	Good
Attention Getting		
Originality		
Message <i>(brief, clear, accurate)</i>		
Title & Content Related		
Lettering <i>(neat & easy to read)</i>		
Design <i>(balance, color, & space well used)</i>		
Workmanship <i>(neat & durable)</i>		
		Comments...
		Needs Imprvmt.

Additional Comments: _____

Rating:

Blue

Red

Evaluator's Signature: _____

4-H Communication Arts Festival

What is it?

The Communication Arts Festival is an annual 4-H event that promotes communication and is usually held the last Monday in January. Youth may enter in the poster, creative writing, or in one of the speaking categories. The speaking part of the contest is the most popular and allows youth to feel comfortable speaking in public. Participants are evaluated on their entries/presentations.

HOW TO PARTICIPATE

Youth who wish to participate need to complete the registration form which will be in the December "Rolling in Clover" 4-H Newsletter. There are many categories to select from; you can only enter one. Be sure to check with your General Leader before mailing since clubs are limited in entries. Some clubs have a club "speak-off" and send a "club entry" in to the UW Extension Office.

CATEGORIES

- Interpretive Reading of Prose
- Interpretive Reading of Poetry
- Interpretive Reading of Original Prose or Poetry
- Interpretive Team Reading
- Memorized Declamation/Storytelling
- Commercials
- Original Speech
- Creative Writing
- Poster

POSTER SUGGESTIONS

1. Think of an idea for your poster to promote 4-H. Make a small sketch of your poster idea.
2. Lettering: don't try to say too much; try to make your point with just four or five words. Use plain, simple lettering. Your lettering should be big enough to read from a distance. Be sure you spell words correctly. Good choices to use for lettering are construction paper or markers.
3. Art: a poster should have a single, eye-catching element. Usually this will be a drawing or picture. One or two pieces or art is usually enough.
4. Color: the bolder and deeper the colors the better. It is more effective to use two or three colors rather than a whole rainbow of colors.
5. Pencil in the lettering and art on the poster board before using markers, paint or ink. Make sure your poster is balanced but not crowded; use the entire poster space.
6. All posters must be on 14" x 22" poster board.
7. You may use any medium: watercolor, ink, crayon, marker, acrylic, charcoal, or collage.
8. You may not use three dimensional or copyrighted ideas.
9. Attach the registration form to the back of the poster.
10. Posters are due to the Extension Office on the date entries are due. You do not need to be present the night of Communication Arts unless desired. All posters will be kept by the 4-H office to be used for display purposes unless you request your poster back.

4-H Communication Arts Festival—Judge's Criteria Sheet

Creative Writing

Name:	4-H Club:	Grade in School:
Title of Presentation:		
Evaluation Area	Very Good	Good
Interesting Topic		
Easy to Understand		
Language & Vocabulary <i>(rich, varied, appropriate, effective)</i>		
Creativity		
Well Organized		
Overall Fluency <i>(fritle, beginning, middle and end complete)</i>		
Mechanics <i>(capitalization, punctuation, spelling, grammatical usage)</i>		
	Needs Imprvmt.	Comments...

Additional Comments: _____

Rating: Blue Red

Evaluator's Signature: _____

COMMUNICATION ARTS GUIDELINES

- 4-H Clubs with 25 or fewer members can be represented by no more than two (2) individuals in each category in each grade division.
- 4-H Clubs with 26 to 50 members can be represented by no more than three (3) individuals in each category in each grade division.
- 4-H Clubs with 51 or more members can be represented by no more than four (4) individuals in each category in each grade division.
- 4-H Clubs may be represented by as many Cloverbuds (K-2nd grade) as desired in each category (with the exception of Original Speech and Creative Writing, which they are not eligible to enter).

Grade divisions are:

- K-2nd Grade
- 3rd - 4th Grade
- 5th - 6th Grade
- 7th - 8th Grade
- 9th - 12th Grade

GENERAL SPEAKING GUIDELINES

1. Voice

- Speak to be heard easily
- Speak clearly and slow enough to be understood
- Speak with variety of voice quality
 - normal to express quiet emotions
 - feeble to express sickness, timidity or fear
 - harsh to express anger, disgust, contempt, irritation, hatred
 - whisper to express weakness, illness, tenderness, secrecy, caution, exhaustion, fear
- Speak with variety of depth of sound
 - a high pitch is used to express joy, rage, triumph or grief
 - a medium pitch is used in normal situations
 - a low pitch is used to express sadness, devotion, despair or weakness
- Speak with change of speed for important passages
 - a slow rate is used to express despair, sadness or devotion
 - a fast rate is used to express joy, fear, or humor

2. Expression

- Think what you mean
- Express what you feel

3. Method

- Pause before change of idea, significant word, before and after character speaks. The longer the pause, the more forceful the emphasis.
- Emphasis to bring out words that carry meaning
- Build a climax by increasing volume, raising pitch and decreasing speed
- Gestures to help make a point

4. Practice, practice, practice

CREATIVE WRITING SUGGESTIONS

1. Decide if you want to write a short story, poem, skit, or other form of creative writing.
2. You can write about any 4-H related project, activity, or idea. You must indicate if your writing is fiction or non-fiction.
3. The length of your creative writing should not be more than three typed, double-spaced pages; it may be less.
4. Attach the registration form to your entry.
5. Your creative writing is due to the Extension Office on the date entries are due. You do not need to be present the night of the Communication Arts Festival unless desired.



4-H Communication Arts Festival—Judge's Criteria Sheet

Original Speech

Name:	4-H Club:	Grade in School:
Title of Presentation:		
Evaluation Area	Very Good	Good
Needs Imprvmt.	Comments...	
Introduction <i>(attention getting, establishes central idea of topic)</i>		
Choice of Topic <i>(worthwhile, one main theme)</i>		
Well Supported and Developed <i>(material and ideas from a variety of sources)</i>		
Easy to Understand with Main Ideas Clear		
Easily Heard and Understood <i>(voice projection, enunciation and pronunciation)</i>		
Inflection of Voice <i>(pitch and rate variation)</i>		
Use of Non-Verbal Expression <i>(body language, facial expression, eye contact)</i>		
Summary <i>(summarized points effectively)</i>		

Additional Comments: _____

Rating: Blue Red **Evaluator's Signature:** _____

BUILDING CONFIDENCE WHEN SPEAKING

As you become more familiar and comfortable with speaking situations, you will find that you think less about yourself and more about your message and your audience. The following suggestions will help you to control your nervousness and help you to develop confidence when speaking.

1. Prepare

- The knowledge that you know your topic does a lot to build confidence

2. Re-focus Attention on the Audience

- Think about the message you are delivering to your audience; not about how you are doing
- Show your listeners that their understanding of what you are saying is top priority to you

3. Observe Other Speakers

- What do other speakers do that might work for you?

4. Move

- Use gestures and take steps/walk if appropriate
- Use your nervous energy to ease your tensions and improve your effectiveness as a speaker
- Productive movement can reinforce what you are saying and add interest and variety

5. Practice


- Practice your presentation
- Participate in speaking situations (like class room discussions)

6. Take Your Time

- Maintain your normal conversational rate
- Do not rush through because you want to "get it over with"; this will only increase your nervousness and may even put your audience on edge.




INTERPRETIVE READING OF PROSE SUGGESTIONS

1. Choose a prose selection or cutting from a prose selection. Prose is ordinary language. Select material you enjoy; perhaps a passage from a favorite book. Prose can include stories, play cuttings, narratives, or anything not written as a poem. Your parents or teachers may be able to help you.
 2. Read your selection; do not memorize it.
 3. The time limit is 5 minutes for interpretive reading of prose.
 4. Prepare and present an introduction and any transitions needed to establish the presentation and arouse the audience's interest. Also include your name and 4-H club and the title and author of your selection. The introduction should be memorized and spoken like conversation to the audience.
 5. Type the passage you will read and mount the paper(s) on construction paper to back it.
 6. Look up any unfamiliar words in the dictionary to be sure you can pronounce them and to be sure you know their meaning.
 7. Mark your copy so you know where you will pause and which words you will emphasize.
 8. Practice with your marked copy of the manuscript. As you practice, get used to looking up to maintain some eye contact with the audience. Have someone time you as you practice and ask them for suggestions on how you can improve.
 9. Try to effectively communicate the thoughts/feelings of the author to the listener. Do not try to "be" anyone else, but you should try to make the printed page come alive for the listeners.
 10. Costumes and props are not to be used in this category.
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ORIGINAL SPEECH SUGGESTIONS

1. Decide on a topic for your speech. Consider what interests you, what interests your audience, and where you will get the information you need.
 2. Once you choose a topic, it is important to choose a theme to narrow the topic down and limit what is said. For example, if your topic is dogs, your theme may be how to care for a dog.
 3. Do not confuse a speech with original prose. A speech is not a story, but one main idea that is developed and supported with facts.
 4. The time limit is 5 minutes for original speech.
 5. Arrange your speech in a logical manner that makes sense for the audience to follow. Examples are past, present, and future or problem, cause, solution.
 6. All speeches need three parts. Prepare a speech with an introduction, body and conclusion.
 7. The introduction should establish interest and provide the purpose of the speech. You could use a quote, question, opinion or a fact/statistic for your introduction. Some people find it easier to prepare the introduction after they have the body and conclusion of their speech done.
 8. The body of the speech should include three to four main ideas. There should be supporting material under each of the main ideas. 80% of the speech is the body.
 9. The conclusion is a summary statement, story or quote that reviews what you have said in your speech. It should not bring up any new points.
 10. Practice is essential. Work on one part at a time. Use note cards with the main points, not the whole speech.
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4-H Communication Arts Festival—Judge's Criteria Sheet

Commercial

Name:	4-H Club:	Grade in School:
Product for Commercial:		
Evaluation Area	Very Good	Good
Needs Imprvmt.	Comments...	
Introduction <i>(attention getting, sets mood, establishes central idea of topic)</i>		
Choice of Material <i>(original, good product/idea, interesting)</i>		
Easily Heard and Understood <i>(voice projection, enunciation, pronunciation)</i>		
Inflection of Voice <i>(pitch and rate variation)</i>		
Use of Non-Verbal Expression <i>(body language, facial expression, eye contact)</i>		
Product <i>(product brand name concealed, new name displayed, easily viewed)</i>		
Style of Delivery Appropriate to Reader(s), Subject, Audience <i>(friendly, natural, enthusiastic, confident)</i>		
Summary <i>(leaves an impression of the most important idea, brief, convincing, conclusive)</i>		

Additional Comments: _____

Rating: Blue Red

Evaluator's Signature: _____

INTERPRETIVE READING OF POETRY SUGGESTIONS

1. Choose a single poem, a cutting from a single poem, or several related poems or cuttings which may be in verse form or open-ended. Poetry is rhythmical composition. Select material you like. Your parents or teachers may be able to help you.
2. Read your selection; do not memorize it.
3. The time limit is 5 minutes for interpretive reading of poetry.
4. Prepare and present an introduction and any transitions needed to establish the presentation and arouse the audience's interest. Also include your name and 4-H club and the title and author of your selection. The introduction should be memorized and spoken like conversation to the audience.
5. Type the passage you will read and mount the paper(s) on construction paper to back it.
6. Look up any unfamiliar words in the dictionary to be sure you can pronounce them and to be sure you know their meaning.
7. Mark your copy so you know where you will pause and

which words you will emphasize.

8. Practice with your marked copy of the manuscript. As you practice, get used to looking up to maintain some eye contact with the audience. Have someone time you as you practice and ask them for suggestions on how you can improve.
9. Try to effectively communicate the thoughts/ feelings of the author to the listener. Do not try to "be" anyone else, but you should try to make the printed page come alive for the listeners. In poetry, more than any other kind of literature, the emotional weight and the content and importance of image, rhythm and sound are directly related.
10. Costumes and props are not to be used in this category.



COMMERCIAL SUGGESTIONS

1. Think of an idea for a new product. An example would be contact lenses for fish.
2. Prepare a convincing presentation which includes a catchy introduction, reasons to buy the product, and a summary with what you want the audience to remember.
3. The commercial should be 30, 60 or 90 seconds long.
4. Memorize your commercial and present it without notes.
5. Product props may be used, but any brand names must be covered. Be sure your prop(s) can be easily viewed and the new name is display.
6. Practice your commercial. Try to sound friendly, natural, enthusiastic, and confident.



4-H Communication Arts Festival—Judge's Criteria Sheet

Interpretive Reading/Memorized Declamation/Storytelling

Name:	4-H Club:	Grade in School:
Title of Presentation:		
Evaluation Area	Very Good	Good
Needs Imprvmt.	Comments...	
Introduction <i>(attention getting, sets mood)</i>		
Choice/Quality of Material <i>(suitable, interesting)</i>		
Interpretation of Material <i>(understands and conveys the meaning)</i>		
Easily Heard and Understood <i>(voice projection, enunciation, pronunciation)</i>		
Inflection of Voice <i>(pitch and rate variation)</i>		
Use of Non-Verbal Expression <i>(body language, facial expression, eye contact)</i>		
Style of Delivery Appropriate to Reader(s), Subject, Audience <i>(friendly, natural, enthusiastic, confident)</i>		

Additional Comments: _____

Rating: Blue Red


Evaluator's Signature: _____

INTERPRETIVE READING OF ORIGINAL PROSE OR POETRY SUGGESTIONS

1. Select a poem or prose (story) you have written, or write a poem or story.
2. Read your selection; do not memorize it.
3. The time limit is 5 minutes for interpretive reading of original prose or poetry.
4. Prepare and present an introduction and any transitions needed to establish the presentation and arouse the audience's interest. Also include your name and 4-H club and the title of your piece. The introduction should be memorized and spoken like conversation to the audience.
5. Type the passage you will read and mount the paper(s) on construction paper to back it.
6. Mark your copy so you know where you will pause and which words you will emphasize.
7. Practice with your marked copy of the manuscript. As you practice, get used to looking up to maintain some eye contact with the audience. Have someone time you as you practice and ask them for suggestions on how you can improve.
8. Try to effectively communicate your thoughts/feelings to the listener. Do not try to "be" anyone else, but try to make the printed page come alive for the listeners. In poetry, more than any other kind of literature, the emotional weight and the content and importance of image, rhythm and sound are directly related.
9. Costumes and props are not to be used in this category.



INTERPRETIVE TEAM READING SUGGESTIONS

1. Choose a prose, poetry, or drama selection that would be suitable for two to five individuals. Grade level is determined by the oldest member. Select material you like. Your parents or teachers may be able to help you.
 2. Read your selection; do not memorize it.
 3. The time limit is 10 minutes for interpretive team reading.
 4. Prepare and present an introduction and any transitions needed to establish the presentation and arouse the audience's interest. Also include your names and 4-H clubs and the title and author of your selection. The introduction should be memorized and spoken like conversation to the audience.
 5. Type the passage you will read and mount the paper(s) on construction paper to back it.
 6. Look up any unfamiliar words in the dictionary to be sure you can pronounce them and to be sure you know their meaning.
 7. Mark your copy so you know who will read what part, where you will pause and which words you will emphasize.
 8. Practice with your marked copy of the manuscript. As you practice, get used to looking up to maintain some eye contact with the audience. Have someone time you as you practice and ask them for suggestions on how you can improve.
 9. Try to effectively communicate the thoughts/feelings of the author to the listener. Do not try to "be" anyone else, but you should try to make the printed page come alive for the listeners.
 10. Costumes, props, and make-up are not to be used in this category.
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MEMORIZED DECLAMATION/STORYTELLING SUGGESTIONS

1. Choose prose/story or a poetry selection. Select material you enjoy and that you will be able to memorize or, if storytelling, that you will be able to retell in your own words. Your material could be poetry, an historical speech, children's story, folk tale, tall tale, fables, nature story, humorous story, hero story or other prose/story. It may or may not be original. Your parents or teachers may be able to help you.
 2. Memorize your selection and present it without notes in an interpretive fashion. If doing storytelling, you may retell the story in your own words.
 3. The time limit is 5 minutes for memorized declamation/storytelling.
 4. Prepare and present an introduction and any transitions needed to establish the presentation and arouse the audience's interest. Also include your name and 4-H club and the title and author of your selection. The introduction should also be memorized and spoken like conversation to the audience.
 5. Look up any unfamiliar words in the dictionary to be sure you can pronounce them and to be sure you know their meaning.
 6. Know where you will pause and which words you will emphasize.
 7. Practice first with your written copy, then gradually start memorizing each part. As you practice, get used to maintaining some eye contact with the audience and using gestures/props. Have someone time you as you practice and ask them for suggestions on how you can improve.
 8. Try to effectively communicate the thoughts/feelings of the author to the listener. Retain the mood of the story. Emphasis should be placed on a natural delivery which does not sound memorized.
 9. Props may be used in this category.
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