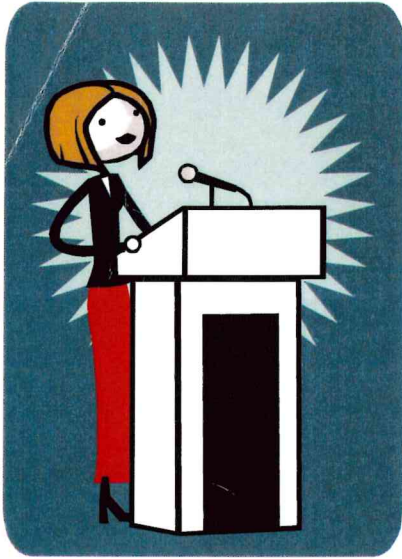


RUTGERS

New Jersey Agricultural
Experiment Station



4-H Member Guide: How to Make a 4-H Public Presentation

2010-2011
Trial Version

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4-H Public Presentations

A public presentation is a talk given by a 4-H member in front of a group. By giving a presentation, you will have the opportunity to tell others what you have learned. This is a very important part of your 4-H experience.

Each time you present, you learn to speak more easily before groups. Your ideas are relayed readily because you have learned how to organize a successful presentation. You are better informed about your subject than ever before.

4-H public presentations are divided into four general categories—demonstrations, illustrated talks, formal speech, and performing arts. All offer excellent opportunities for you to learn to speak effectively before groups.



If you intend to have your presentation judged at a 4-H event, look over the attached 4-H presentations score sheet to become familiar with what the judges are considering. Practice in your club or with your family. Pay attention to your voice projection and eye contact.

Types Of Presentations

There are four types of public presentations: demonstration, illustrated talk, formal speech, and performing arts.

Demonstration

A demonstration puts words into action. An effective demonstration teaches others how to do something by showing while telling. Showing is worth a thousand words. *At the end of a demonstration, you should have a finished product to show to your audience.*

Your age, skills, experience, and the amount of time you have available to practice are your major considerations when deciding what kind of demonstration to give. Demonstration subjects should be interesting, fun, and suitable for an audience.

Team Demonstrations

Presentations can also be given by teams. Either way has its merits. When trying to decide, be sure your topic can be done with two or more people*. Team presentations are a good way to learn team planning and cooperation. However, they are more difficult to prepare and practice. Nevertheless, team presentations have the advantage of allowing each team member to give an equal portion of the total presentation. At the same time, it gives the audience a contrast in voice and personality.

* 4-H Team Demonstrations may use no more than two

Illustrated Talk

Illustrated talks are given using a series of slides, pictures, or other visuals. They show how to do something or illustrate a process. While visuals must be used in an illustrated talk, no finished product is required.

Illustrated talks and demonstrations have the following in common:

- You learn to speak more easily before groups.
- Organization and preparation of visuals is a must.
- Your ability to tell a story improves with each presentation.

You could decide to do an illustrated talk instead of a demonstration for any number of reasons including the following:

- Project is too large or too small to display during a demonstration.
- Subject calls for development over months or years.
- Demonstration time is too short to complete a finished product.
- Animals necessary to the presentation might be frightened by the audience or are too large to use.
- You are teaching a skill
- You are simply presenting information or teaching a lesson

Formal Speech

A formal speech may be written by the presenter or be the work of a noted individual and given from memory. Brief notes or an outline on index cards may be used as an aid. Visuals aids are not used to illustrate the information being presented.

Performing Arts

Performing arts public presentations incorporate dramatics (published or original monologues and group scenes), oral interpretation of literature may be read, creative movement and dance, musical performance (instrumental and vocal), and puppetry. Most of the performing arts categories can be presented as a solo or group presentation. The presenter introduces the performing art, performs, and concludes with a summary of the performance including an invitation for audience feedback.

Although there are four categories mentioned for public presentations, this guide will mostly concentrate on demonstrations and illustrated talks. However, many of the suggestions can be followed when developing a formal speech or performing arts presentation.

Getting Ready to Present

Know Your Subject

To make a good presentation, the selection of a topic is important. One main idea or theme should dominate your presentation and it should be fun to tell someone about something you like to do such as how to play a musical instrument. Confine the presentation to something that can be demonstrated or illustrated. Also, take into account the physical facilities that are needed and available when choosing your subject.

Time Limits

Minimum time

5 minutes

Maximum time

15 minutes

Cloverbud time

3-7 minutes

County level

5-15 minutes

State level

8-15 minutes

Parts of the Presentation

You should prepare a written outline of the parts of your presentation.

Include three main parts:

1. **Introduction**—the *why* of it;
2. **Body**—the *show and tell* portion; and
3. **Summary**—the *what* of it.

Good Title

Be creative when giving your presentation a title. For example, if you are going to do a demonstration on eye makeup, you might choose the title *The Eyes Have It* as opposed to *Applying Eye Makeup*.



Introduction

This should be brief, original, and a follow-up of the title. Tell why the topic was selected. Make your audience feel that the subject is important.

When you introduce yourself give your name, age, how many years you've been in 4-H and how many presentations you've given.

Tell them

what you're going to tell them

Body



Ask yourself the following questions when you prepare the show and tell portion of your demonstration or illustrated talk:

- What are the steps necessary to carry out the presentation?
- What is the logical order of things that I should do in the presentation?

- What should I say to explain the order of events?
- What materials do I need to do the presentation?
- Can I use posters or other visual aids to illustrate the presentation and to stress the main points in a clear and effective way?

The body of the presentation should show and explain the necessary steps in the process. Develop the central ideas as each step is presented. Tell what is being done and why you are using a particular method. For example, imagine you are giving a demonstration on how to make a dessert using non-fat yogurt. You explain that non-fat yogurt is a substitute for sour cream and will make the dessert more healthful by eliminating the fat and cholesterol.

Design explanations to fill the action time. Give them in your own words. Memorizing material is not recommended. However, since presentations are somewhat formal, avoid personalizing the explanations. Instead of saying, *You should use non-fat yogurt.*, it is better to say, *Non-fat yogurt is better because...*

Use proper equipment for the job at hand. Show skill in operating equipment. Work for simplicity and attractiveness. Build to a climax. Keep cleanup to a minimum.

Some demonstrations pose special problems such as long intervals between steps. Avoid this problem by having the item or product available at various stages of development. For example, show dinner rolls at the preparation and completion stages.

Tell them
what you said you
would tell them



Summary



This is your last chance to put your message across. Confine your summary to points of the presentation you want the audience to remember such as ways the topic can be valuable to them. Never introduce new material in the summary. Just highlight the key points you discussed in your body and state where you got your information.

Tell them
what you told them

The last thing to say is, *Thank you, are there are questions?* The audience may have missed some point or a step of the presentation. Or, they may want to test your knowledge. When a question is asked, let the entire audience know what the question is by repeating it or by incorporating it in the answer.

If questions are asked that you can't answer, don't worry. Simply say you don't know the answer. Unless the presentation is a contest, you may ask the audience to help with answers.

When there are no more questions, thank the audience and invite them to sample and/or inspect the finished product. Having copies of recipes or some sort of handout available for the audience at the end of your presentation is a gesture that will add to the total presentation.

Practical Tips

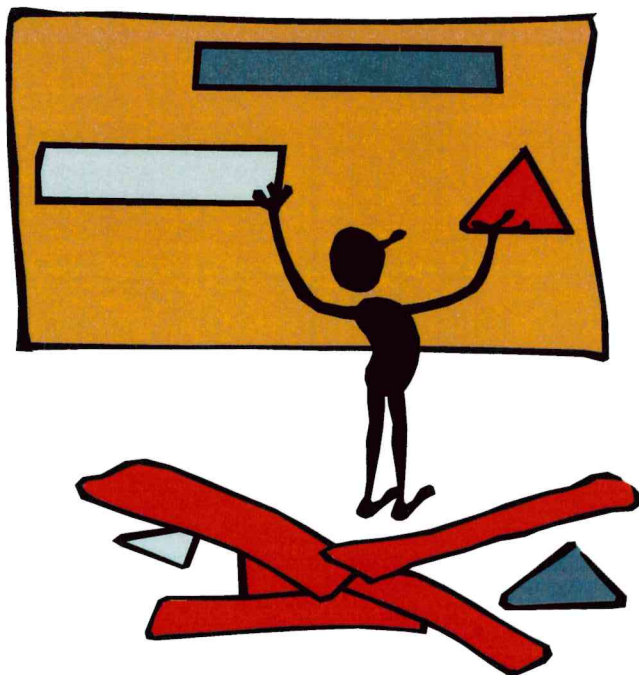
Setting Up

- Arrange equipment and supplies so that the audience can see clearly.
- Place extra equipment on a second table away from the demonstration table.
- Use a tray or a box to group your supplies and equipment. It is easier to move materials and it looks neater.
- When possible, use transparent equipment such as glass bowls so the audience sees the material and the process.
- Commercial labels on products must be covered. Endorsement of any particular brand name is not permitted in a public presentation. However, if using your own container, make sure it is labeled clearly.
- Keep a hand towel or paper towels handy if needed. A paper bag taped or tacked to the table or working area serves as a handy waste container.

Practical Tips

What to Wear

- Choose simple, practical clothing so that your audience will be attracted to your demonstration, not distracted by your clothes. Team members might want to dress alike.
- Make sure your clothing is clean and neat.
- There should be no writing on your shirt unless it applies to your presentation.
- Be sure that your hands and fingernails are clean and well kept.
- Keep jewelry to a minimum. Avoid excessive makeup.
- Keep hair off your face. If you are presenting food your hair should be tied back.



Posters & Slides

Visuals add the finishing touch to a polished presentation!

When using visuals, keep these points in mind:

- Use visuals or posters only when they enhance your presentation. If visuals will not make the demonstration better, do not use them.
- Bring live animals only if you plan to use them for demonstration purposes such as how to clip nails or as an example such as to show markings.
- Models or collectibles should be large enough to be seen from the back of the room when held up.
- Pieces of sports or other equipment, should be placed on the table in the order you plan to talk about them. Move them from left to right.
- Simple, well-prepared visuals or posters help the audience learn faster, understand better, and remember longer. Visuals may be used to introduce the demonstration, to present the main points, or to give the summary.
- Keep them simple. Use large, dark lettering so that people in the back of the room can read them.
- Pictures should also be large enough to be seen from the back of the room.
- Enlarged pictures of your supplies or tools are helpful if you are working with something small such as beads or LEGO®.
- Remove posters as soon as your point has been made.
- Blend the posters in with your demonstration.
- Mount poster board on a hard surface such as foam board or cardboard to prevent them from falling over.



Showmanship— You're Up Front

Most people remember what they see rather than what they hear, so the way you make your presentation is important. With practice, you can learn to give an effective presentation. Practice enables you to know the subject, to complete the presentation effectively, and to avoid hurrying.

- Take a deep breath before starting
- Always begin your presentation with a smile.
- Look at the audience.
- Stand up straight
- Show enthusiasm for your subject.
- Talk directly to the audience in a clear, conversational tone (not too soft and not too loud).
- Goofs happen – go right on with your presentation.
- Act and look like you enjoy presenting. Motivate the audience to want to do what you are doing.
- Weave personal experience into your presentation, if appropriate.
- Keep notes available, but never read from them or rely on them too heavily.
- Remember, pick a topic you'll love to talk about.
- At the end, thank your audience and stand still for applause

Keep these guidelines in mind as you prepare your presentation from beginning to end.

Tricks of the Trade

- Refer to your project materials for catchy titles for your demonstration.
- Use racks to display garments on hangers.
- Use trays and attractive dishes to display the finished product.
- Number the backs of posters for easy identification when using several charts of identical size and colors.
- Number note cards.
- Only put key words or phrases on note cards. Do not try to write your entire speech on the cards.
- Do not try to memorize your speech

Using Presentation Software

You have an idea for your 4-H presentation and have decided to use a computer presentation program to enhance your talk. That's great! Here are a few things to consider as you work on your presentation, but remember the most important part of your talk is *you*.

Effective Elements or Common Distractions

There are several key elements that can be a part of any computer presentation program. You will have lots of options for these elements. The way you use them can make the difference between an effective presentation and one that's distracting and hard to understand. Just because you have lots of options at your fingertips, does not mean you have to use all of them in one presentation. Read on to find out how each of the following elements affects your presentation.

Text

Any writing you put on the slides in your presentation is called *text*. Using a computer opens up lots of options related to how much text you have, the color of the text, the fonts and sizes of text. Here are some tips to remember about the text in your presentation.

Use the 6 X 6 rule — This rule states that you should have no more than six lines

-  **Text**
-  **Color**
-  **Background**
-  **Graphics**
-  **Transitions & Animation**
-  **Sounds**

on a slide and no more than six words in each line. Using this rule prevents you from putting too much information on the slide. A common mistake is typing in everything you want to say. This takes the attention off *you* because the audience reads the information themselves and stops listening to you. And, since people read at a different speed than they listen, this can become very distracting.

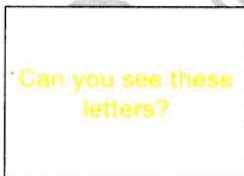
Color

Color can be a key element in your presentation. The color used can create a mood or feeling for your presentation. Color attracts attention. That makes it great for highlighting things you want to emphasize. Using different colors is useful when you want to compare several different items. The colors allow the audience to easily see differences in the items.

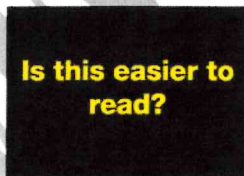
When using color it is important to understand the color itself is not as important as the relationship it has with other colors. For instance, a bright yellow with other bright primary colors will not stand out, but put it with a darker color and it will. Here are some basics tips to remember when using color.

Contrast

Yellow letters
on white



Yellow letters
on black



Color

Notice how the two different color combinations have very different effects.



Keep it simple — Use a basic set of colors for your presentation. Use one or two vivid colors and then the tints and shades (lighter and darker versions) of the colors to increase the number of colors in your presentation.

Look to nature for palette — If you are having a hard time deciding on colors, look to nature. Think of a summer scene at a lake - the crisp blue-green of the lake meets the deep green pine trees under a cornflower-blue sky. These colors all work together in harmony and look good together.

Remember to provide contrast — Be sure there is contrast in the colors you are using. This could mean light colored text on a dark background or vice versa. Colors with little contrast will tend to blend together and be hard for the audience to read. Look to see how colors interact with other colors. Also, remember that some of your audience may be color blind, so be careful how you use reds and greens. If you are using those two colors to compare items for instance in a graph, a color blind person may not be able to see the difference in the two colors.

Text *continued*

Use easy-to-read fonts — While there are lots of different fonts you could use, stick to basic fonts like *Arial* and *Times New Roman*. Basic fonts are easier to read and can be found on most computers. This is important if you plan to copy your presentation onto a CD or portable drive for use in another computer. If the second computer does not have the fonts you used in making your presentation, it will replace it with a font that is similar. This similar font might totally change the spacing of text on lines. Using basic, simple fonts can help prevent this from happening.

Limit font types and sizes — Try not to use more than two types and sizes of fonts in a presentation. For instance, one font might be used for the titles and another for the rest of the text in your slides. The sizes of the fonts in your presentation should be consistent throughout. That means all the titles on each slide should be the same font size and the body of the slide text should be the same size. The recommended minimum sizes for text are:

- Slide title text - 44 points
- Body of slide text - 28 points

Common Fonts

Arial Bold as headline

Arial Regular as text

- *Arial Italic* as bullet point

Times Roman Bold as headline

Times Regular as text

- *Times Italic* as bullet point

Text Size

Slides Titles

should be set in large font sizes
(Title above is 44 pt.)

Body text

should be set in smaller font sizes
(this is 28 pt.)

Case

AVOID ALL CAPS

TEXT IN ALL CAPITAL LETTERS IS HARDER TO READ than text that has both upper and lower case letters.

Use bold for emphasis

—and use it sparingly

headlines or a word here or there, that's it!

Backgrounds & Templates

You usually will have the option of using a template or a background color scheme for your slides. Generally you can choose from many different template designs for your presentation. Most templates have some sort of design border while a background is a solid color. Another option is to design a border for your presentation. Here are some tips on choosing backgrounds or templates.

Select backgrounds to enhance presentation — Find a background or template that will evoke the mood or feeling you want to have for your presentation. A presentation showing how

Graphics

Graphics are the photos, illustrations, or clip art you add to your presentation. Graphics can be used to support your point or to add some humor to your presentation. When using graphics, remember the following:

Be consistent — It is a good idea to stick with similar types of graphics. If you are using clipart, try not to combine a simple line drawing with a very intricate illustration. Notice how the horse on the left is very simple and almost cartoon-like while the picture on the right is much more detailed. These two graphics would not look good in the same presentation.

Use graphics to make the message clearer — If you are adding a graphic just because you can, skip the graphic. It needs to support what you are trying to say.

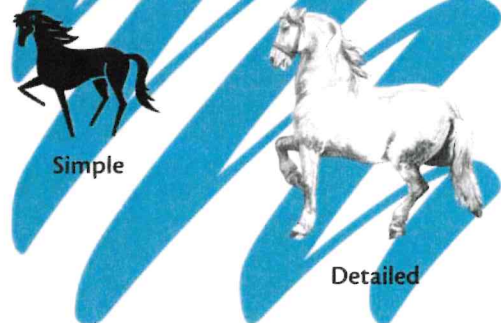
to make a Thanksgiving turkey craft would look good with a background with fall colors and leaves.

Avoid clutter — Many templates have some sort of border or image incorporated in the design. Consider this when choosing a template. If you are adding lots of pictures or illustrations to your presentation, the template design will distract from them. It may be better to choose a solid color background.

Be sure text contrasts with background — If you chose a template or background color scheme, the text colors may already provide enough contrast. However, you may choose to make the title and text bold, change the size, or even choose a font that you think contrasts more with the template or background.

Graphics

The style of these two graphics is very different.



Sound

Sounds tend to distract from *you*. Since you want the audience to be listening to what you are saying, it is better just to avoid using sounds.

Transitions & Animations

Transitions are how each slide comes onto the screen. Animations are how the text and graphics come onto and leave the screen. There are lots of ways you can have slides coming onto the screen. Also, words and graphics can fly in from almost anywhere. In general, the best slide transition is one that the audience does not even know happened. Other tips for transitions and animations are...

Be consistent — Use the same type of transitions throughout the presentation. Also, be consistent on how the text comes onto the slide.

Make them simple — It is a good idea to use basic animations such as:

- Wipes
- Fades

Make them natural — An animation that feels natural will keep the audience listening to you rather than trying to figure out where the next set of words will come from. Natural animations are:

- Drop from above
- Appear from left

Use for emphasis — If you really want to emphasize a point, this is when it is appropriate to add a fancy animation.

Making it happen

So now that you have some basic tips on using a computer presentation program, what do you do next? Here are the basic steps to follow.

- Outline your presentation
- Introduction
- Body
- Summary
- Determine key points
- Decide on *feel* of the presentation
- Develop background and color scheme
- Make slides for key points
- Add appropriate graphics
- Add extras for emphasis

General Tips

Here are some general tips to help you as you work on your presentation.

Keep it simple — Remember that when it comes to presentations it is better to have less information on the slides than too much. This keeps the focus on you not the computer presentation.

Double check spelling — Always reread all your slides even after you have done spell check on the presentation. Your incorrect spelling may actually be a real word that spell check will not catch. Having someone else read your presentation can help you find misspelled words.

Set-up ahead of time — Take time to set up your presentation ahead of time. This allows you to check to see that all the equipment is working properly. If you have copied your presentation onto a CD or disk and are using it in someone else's computer, be sure to open up and try your presentation. You want to make sure the version of the program you used works correctly in the other computer.

Position yourself correctly — The best place for you to stand is to the side of the screen and facing the audience. This way the audience is focusing on you. This may mean moving the computer to where you are standing so you can reach it or using a remote to forward your slides.

End with blank slides — Add an extra blank slide at the end of your presentation. This will help avoid hitting an extra key and actually going into the program rather than staying in the slide show. While newer versions of programs also have a blank screen at the end of the presentation, this is still a good idea to do.

Use “b” or “w” keys — During a presentation if you need to stop for some reason, you can make the screen either black or white by hitting either the “b” or “w” key respectively. Hit the key again to go back to your presentation.

Know key slide numbers — Write down the numbers of key slides. For instance, if your presentation is getting too long and you want to skip to the summary, you can just type in that slide number and hit the “Enter” key and you will go to that slide.

Use the arrow as a pointer — If you will be pointing out things on the screen during your presentation, you can make the cursor arrow larger so it becomes a pointer for presentation.

Have a backup plan — Finally, it is a good idea to have a backup plan in case something goes wrong. You never know when the equipment will not work or the room is not appropriate for a computer presentation. So have a plan in case you can not use your presentation.

Summary

If you follow these basic tips, you can use all the elements of a computer presentation program to create a slide show that will enhance what you are saying and keep the focus on ***you!***

Resources

- **Beyond Bullet Points**, Cliff Atkinson, Microsoft Press 2007, <http://www.beyondbulletpoints.com>
- **Choosing the Right Colors for Your Presentation**, Margo Halverson, Proximity Learning, <http://www.presentation-pointers.com/showarticle/articleid/78/>
- **4 Important Design Concepts**, Jeff Radel, http://www.kumc.edu/SAH/OTEd/jradel/Effective_visuals/VisStrt.html
- **Presenting Effective Presentations with Visual Aids** by U.S. Department of Labor
- **Occupational Safety & Health Administration**, <http://www.osha.gov/doc/outreachtraining/htmlfiles/traintec.html>
- **Using PowerPoint**, Lucy Bradley-Springer, PhD, RN, ACRN, Director, Mountain Plains AETC, <http://www.aidsetc.org/aidsetc?page=tr-27-pptips>

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