

Florida State Fair

Illustrated Talk or Demonstration Video



1. Exhibitors can earn Achievement Premium Points by presenting an individual or Team
2. Illustrated Talk Video or Demonstration Video in the animal areas of **BEEF, STEER, SHEEP, DAIRY AND GOATS**.
 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.
***Voice overs and interview format are not acceptable**
3. 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.
4. A team consists of 2 youth exhibitors who are both entered in the same specie competition at the 2022 Florida State Fair. In order for both exhibitors to receive points both must have speaking parts in the Video.
5. Exhibitors must compose an original video based on their own research and use of skilathon materials. Assistance in recording the Demonstration or Illustrated Talk is allowed.
6. Topic of Illustrated Talk or Demonstration must relate to the Skilathon topic of Products & Marketing as related to your project of Beef, Steer, Sheep, Dairy or Goat.
7. 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**
8. Exhibitors are required to be in Official Show Attire when doing presentation
9. Failure to adhere to the rules may result in disqualification, which is the decision of the judges.
10. 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, 2022**. 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, 2022. 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.**
11. Videos become property of the Florida State Fair with rights to publish for promotion or training.
12. Please refer to appropriate Pages of the Youth Beef, Steer, Sheep, Dairy or Goat 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 an 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> 4HGCO59

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 **lavalier** (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 lavalier can be used. Test your internal microphone before filming. If you can use an external microphone, a lavalier 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 you video, make sure you save it with your Title, Name and County


5. Submitting Your Video and Registration Form

- a. Deadline is **January 11, 2022**
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, Dairy Show Rules, Dairy Goat Show Rules, Boer Goat 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.

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- b. **Brands**, 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.

Florida State Fair Demonstration/Illustrated Talk Video Score Card

Demonstration/Illustrated Talk Video Score Card			
Benchmarks	Max. Score	Exhibitors Score	Judge's Comments
<i>Exhibitor (30 points)</i>			
Appearance and Poise: Neat, wearing show attire. Demonstrates confidence.	10		
Voice and Grammar: Clear voice, enunciates words. Correct grammar.	10		
Requirements: Video must be on topic and within the time limits	10		
<i>Presentation (50 points)</i>			
Introduction/ Individual: Effective, interesting. Gives explanation of the purpose of the Demonstration/Illustrated Talk. Introduces self. Gains attention.	10		
Introduction/Team:			
1. Effective, interesting. Gives explanation of the purpose of the Demonstration/Illustrated Talk. Introduces team. Gains attention.	5		
2. Team members work together and divide speaking parts equally.	5		
Use of Materials: Uses the right equipment for the Demonstration/Illustrated Talk. Audience can see what the demonstrator is doing.	5		
Visual Aids: Well-arranged equipment, posters, charts, and supplies. Visual aids are neat and easily read. Used visual aids in presentation.	10		
Sequence: Steps of Demonstration/Illustrated Talk are well organized, clear and logical. There is evidence that the Demonstration/Illustrated Talk was well planned.	5		
Demonstration: There is a flow that follows the steps and materials being used. Exhibitor explains while demonstrating, filling the time during the process. Exhibitor re-phrases text, but does not copy verbatim or read verbatim from the Skilathon Manual.	10		
Summary: Key points are summarized and Resources are sited.	10		
<i>Subject Matter (20 points)</i>			
Accuracy: Information is accurate and complete.	10		
Grammar/Spelling: Visuals and oral presentation are correct	5		
Difficulty: Material presented is appropriate for the age level of presenter.	5		
Total:	100		