

N.D. Communication Arts Program

4-H Commercial

Evaluation Form

Topic of Commercial _____

Name of Presenter _____ Junior Senior

Age _____ Years in 4-H _____ County _____ Placing _____

Individual Team (Time between 1-3 minutes) Time _____

	Things Done Well	Things That Could Be Improved
<p>I. Material Organization (35%)</p> <p>A. Introduction</p> <ul style="list-style-type: none"> - Attention getter - One idea or theme <p>B. Body</p> <ul style="list-style-type: none"> - Information presented - Accurate - Up-to-date - Complete - Logical order - Age-appropriate <p>C. Conclusion</p> <ul style="list-style-type: none"> - Closing statement - Knowledge of subject 		
<p>II. Delivery and Presentation (65%)</p> <p>A. Vocal</p> <ul style="list-style-type: none"> - Voice - Enunciation — clarity, pronunciation - Volume - Sincerity - Conversational style - Emphasis where needed - Rate - Pitch - Grammar <p>B. Physical</p> <ul style="list-style-type: none"> - Gestures - Eye contact - Stance, mannerisms, poise - Appropriately dressed <p>C. Use of Visual Aids</p> <ul style="list-style-type: none"> - Posters/charts used effectively <small>(if used)</small> - Figures/objects used effectively <small>(if used)</small> <p>D. Overall Effectiveness</p> <ul style="list-style-type: none"> - Audience impact - Appeal - Impression - Appropriate for audience present <p>E. Team</p> <ul style="list-style-type: none"> - Shared roles - Transitions 		