

# N.D. Communication Arts Program

# 4-H Commercial

## Evaluation Form



Topic of Commercial \_\_\_\_\_

Name of Presenter \_\_\_\_\_ Division \_\_\_\_\_

Age \_\_\_\_\_ Years in 4-H \_\_\_\_\_ County \_\_\_\_\_ Placing \_\_\_\_\_

Individual     Team

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