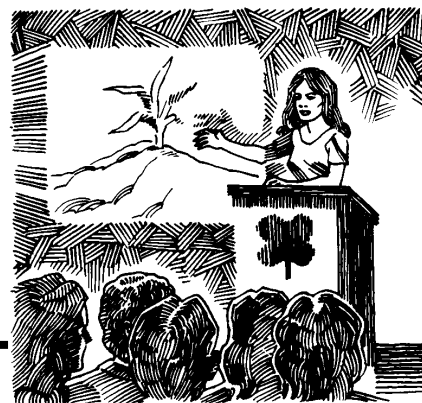


# 4-H Visual Presentations

## How to Plan, Develop and Present an Effective Visual Presentation

January 1994



### A. What is a visual presentation?

A Visual Presentation is demonstrating or showing how to actually do something. "Here, let me show you." Tell what, why and how. When you are finished you want the audience to go and do likewise.

The purpose is to show or explain how to accomplish a new job or how to do an old one better by actually doing the task step by step in a clear concise and practical manner.

Things which are done and seen are remembered longest. People usually remember only about 10 percent of what they hear but they remember about one half of what they see. Use actual objects where possible. Try to show how to do something.

A Visual Presentation helps 4-H members to learn by doing and helps others to learn by watching.

### B. Why should you as a 4-H member develop and present a visual presentation?

1. Visual Presentations provide a very effective learning experience.
2. They are most effective in teaching other people.
3. Visual Presentations develop poise, originality, confidence, creativity, an interactive personality, knowledge of the subject and the ability to think, speak and act in the presence of others.
4. People need to feel important and worthy. A visual presentation helps 4-H members grow personally.

### C. What are the major parts of the visual presentation?

1. Catchy introduction and opening comments.
2. The body of the visual presentation where you actually show and tell how to do something.
3. Review-a summary. What are the important parts that you want the audience to remember?
4. Closing comments and questions from the audience.

### D. When to begin and what subject to use?

As soon as you enroll in 4-H think about doing a visual presentation. Start by picking a topic you know. Do it first at home in front of your family. Then you can perform in front of your 4-H club at a meeting. Pick something that interests you. The more you know about the topic the easier it will be to talk about it. Your topic may be related to your 4-H project but it does not have to.

1. Select a topic that the presenter can *understand and do easily*.
2. Make it *suited to the age and abilities of the presenter*.
3. It needs to be *specific enough so that one and only one central idea or theme is emphasized*. It is far better to show how to control insects on bush beans rather than attempt to cover control of all insects and show how to produce quality garden produce on all plants.
4. The *topic chosen must be practical and useful*.

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## E. How do I plan my visual presentation?

1. Once you settle on the topic, list all the important steps you plan to talk about and present.
2. Arrange the steps in a logical order as they would naturally occur.
3. Outline what you need to say to explain each step.
4. Plan an introduction that catches the attention of your audience.
5. Plan to repeat the major points to summarize your presentation.
6. Plan your posters so that they will make your presentation as clear and effective as possible.
7. Make a list of the materials and or the equipment you will need.

## F. The introduction.

A good introduction will help you get off to a *good start* and *hold it*. *Be creative*. A visual presentation on shoes might begin with the question such as, "Do you know that your shoes tell a story about you?"

Use the introduction to make listeners feel that the subject is important and practical for them and that they should listen. Tell why the topic was selected and how they can use the information.

As part of the introduction, the audience *should learn*; *Who is the demonstrator? From where?* Include *name of 4-H club* and years in 4-H.

## G. The BODY of the visual presentation.

This is the main section of the presentation and should bring out all the essential points. It should show step by step what is done, how it is done, why it is done.

Just telling is not enough. The 4-H member needs to show how something is accomplished. The most effective materials and equipment are the real or actual objects.

The body is the *heart of the visual presentation* with *all the essential information* presented here.

## H. Summary.

The summary is a time to wrap-up your visual presentation by emphasizing the main points, the ones you want the audience to remember. This is much like wrapping a package. You are not finished until the package is wrapped securely.

A good poster will help the audience remember the *main points*. It will encourage the audience to *use the information* or method. Show the completed product and give the audience a chance to handle it. Be sure *not to introduce any new material* in the summary.

## I. Closing comments and questions.

Ask the audience if they have any questions. Be sure everyone can hear the questions. If not, repeat them for the audience.

If you do not know the answer to a question do not bluff it. Simply tell the questioner that you do not know but will be glad to find out for them. You might also direct the questioner where to find the answer for themselves.

## J. General information.

When competing in the county or state contest all entries must fit with in one of two age divisions.

1. Junior Division–Must not have passed 13th birthday as Dec. 31 of the previous year.
2. Senior Division–Must be 14 as of Dec. 31 of the previous year.

Visuals may be given as an individual or by a team of two. Team members must all be in the same age category and from the same county.

Note cards may be used but should not be larger than 3 by 5.

Length of time—for juniors, not less than 5 minutes or more than 10 minutes. Seniors—not less than 10 minutes or more than 15 minutes. Please see score sheet for discussion of points to be considered by the judges.

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Use simple words that you are familiar with.  
Practice often.

Be well groomed and properly dressed.

Be enthusiastic. This is easier when you know your topic well.

Try to avoid long pauses. If you are doing something with your hands tell the audience what is going on or give background information about your topic.

If you make something during your presentation, try to show an attractive finished product.

## **K. Effectively using posters or other visuals.**

Posters are very helpful aid in explaining and teaching your topic.

Be sure that any posters you use are easily seen from the back of the room. Color contrasts should be bold and lettering sharp and neat.

One half sheet of poster board fits on most easels and will be easy to handle.

Any pictures used should be colorful and clear. Posters do not need to be professionally done but they should be neat, clear and easily read. Number of posters to be used: minimum 1, maximum 5.

Weave the posters you use into your presentation. They need to be an integral part of your demonstration. Looking at the posters helps give you information without looking at your note cards.

A typical visual presentation will have a title or introductory poster, one that explains or amplifies key points of the presentation and a summary of key points to be used in the wrap-up.

## **L. Use the following outline to help choose, organize and present your visual presentation.**

1. I am currently involved in the following 4-H projects and activities. These are some of the things we do in 4-H.  
\_\_\_\_\_

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2. I know about the following topics and could show others how to do these things.  
\_\_\_\_\_  
\_\_\_\_\_

3. Looking at the above ideas I have decided to call my presentation.  
\_\_\_\_\_  
\_\_\_\_\_

4. Following is my title and what I will actually show in my visual presentation. If you need help in selecting a topic your 4-H leader or your parents will be glad to assist.  
\_\_\_\_\_  
\_\_\_\_\_

## **M. The outline of my visual presentation.**

1. Name of presentation:  
\_\_\_\_\_  
\_\_\_\_\_

2. The equipment I expect to use:  
\_\_\_\_\_  
\_\_\_\_\_

3. The following is my attention-getting introduction:  
\_\_\_\_\_  
\_\_\_\_\_
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4. I will introduce myself in the following manner:

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5. I will explain things in the following manner:  
(This is my show and tell section.)

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6. I will include these things in my summary:

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7. My closing comment or last line will be:

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## Credits

“your visual presentation”  
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“Leaders Guide to 4-H Demonstrations”  
Colorado State University

“How to be a Presenter”  
Penn State University Cooperative Extension

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