



Guide to Evaluating Electronic 4-H Presentations

Presenter Characteristics

- Knows how to set up all needed equipment including computer, projection screen, mouse, overhead, etc. with minimal or no help.
- Has a “back-up” plan in case of technical difficulties (posters, note cards, etc.)
- Talks to the audience, not to the computer or projection screen.
- Elaborates on information presented on-screen and does not read directly from slides.
- Stands so all audience members can see entire screen.

Text

- Fonts, sizes, styles, and colors are used consistently. Example: One legible font size and color is used for all headings and a second size and/or color for body text.
- Language is simple and direct. Jargon is avoided and the presenter defines any technical terms.
- One major point or a series of related points is presented on each slide.
A general rule of thumb: no more than six lines on each slide and no more than six words on each line.
- Uppercase and lowercase letters are used. ALL-CAP TEXT IS DIFFICULT TO READ.
- Text is easily seen and read by audience members throughout the room.

Visuals

- Visuals, graphics, and animations are used to focus audience attention or convey content – not just for decoration/entertainment. Example: Using the “dimming” option in PowerPoint can help focus audience attention. But, making the computer “beep” every time a new line of text “flies” in from the side of the screen is distracting because of both the sound and the “flying in.”
- Charts and graphs are clearly labeled and data can be read from the back of the room.
- Proper credit is given for photos/visuals used with permission from outside sources.

Color

- High-contrast colors are used for fonts and backgrounds to increase visual appeal and legibility. Example: Black text on a white or light colored background has high figure-ground contrast. Blue on purple or gray and yellow or pink on white are difficult color combinations to see.
- Color is used purposely – to highlight key points, visually guide viewers, etc.

Tips to share with 4-H members:

- Remember to think about your audience – What do they already know? What do you want them to learn? How will you know whether they learned it?
- You (the presenter) should be the CENTER of the presentation – the PowerPoint, poster, or other visual aid is there only to support what you are saying.
- Choose the most effective presentation methods. If posters or actual items/demonstrations will work as well or better, why PowerPoint (or other electronic media)?
- A simple, consistent design allows the audience to focus on your message. Too many different type styles, colors, animations, or sounds can be distracting.
- Not all the templates supplied in the PowerPoint software are visually pleasing or well-designed. You can create your own clean, simple template using basic colors and text. And, using the Slide Master function in PowerPoint saves time by automatically formatting every text box with your chosen font sizes, styles, colors, etc.
- When giving electronic presentations, it is important to be prepared: extra cords, batteries, overheads or posters in case the computer doesn't work, etc.