

## Demonstration Video Content

1. Introduction:
  - a. Attracting attention to the problem in question
  - b. Announcing what you are going to demonstrate in your speech and which exact results you are going to achieve
2. Body:
  - a. Explain how to perform an action, acquire a skill, and accomplish a procedure
  - b. Keep things simple and demonstrate the most effective way to fulfill the task
  - c. Define or explain any terms or concepts that might be difficult to understand
  - d. Warn the audience against possible errors, give helpful tips
  - e. Have a definite ending point and show the results
3. Conclusion:
  - a. Short review of the previous stages of the demonstration speech in order to process the new information
  - b. Summarize and referring back to introduction and initial statements.

## Create a Demonstration Video

1. Start with planning. Design a storyboard using drawings or photos of what you want to record. Below each image write the step of the demonstration that is being represented. Write an outline that includes the introduction, procedures of the demonstration, and conclusion. If you write out a complete script be sure to turn that in.  
**(Step 1 - Due at Home Project Check-In)**
2. Use a camera to record your video and be sure that the audio quality is good. Webcams can also be used if they have sufficient quality.
3. Go over your storyboard and written procedures or script before shooting. Set up your props and equipment needed. Do a walk-through before you actually make an instructional video—rehearse first. Check your lighting; shoot some preliminary footage to double check your lighting and sound.
4. Begin recording your instructional video. Get a friend to be a camera person if you need the camera to be mobile or you need two cameras (from different angles) on you while you go through the procedures to make an instructional video. Watch out for background noises and visual disruptions as well as other interruptions (siblings, parents, or pets).
5. Make sure your steps are clear, precise and understandable for instruction. Make sure the viewers can hear and see the procedures and activities well. Refrain from recording too hot or loud; you can always adjust the sound after recording, but don't record too low.
6. Record in scenes or segments if you make an instructional video that is relatively long. Shoot on a schedule if your video is long and can't be completed in an hour or two. Edit your video. Add effects, voice-overs, scene change graphics and other enhancements to your video.

# Criteria for Evaluation

150 pts possible

1. To receive at least a "C" as a grade, the speaker must:
  - a. have an introduction
  - b. show us how to do something
  - c. have a conclusion
  - d. use visual aids & demonstrate
  - e. adhere to the time limit (no shorter than 5 minutes not including credits)
  - f. have a conversational delivery
  - g. be prepared on the day assigned
  - h. turn in your final outline or script with the final video.
  
2. "A" and "B" speeches will exhibit more creativity & higher quality in the above areas.  
"D" and "F" speeches will be deficient in the above areas.

# Demonstration Video Criteria for Evaluation

Name \_\_\_\_\_

Rate yourself 1-10 (10 is the highest) on the following components of the demonstration video.

\_\_\_ **Pre-Planning:** Outline, Storyboard, Script, Props – How prepared were you before shooting began.

\_\_\_ **Introduction:**

- Attracting attention to the problem in question
- Explain what you are going to demonstrate and which exact results you are going to achieve

\_\_\_ **Body:**

- Explain how to perform an action, acquire a skill, and accomplish a procedure in an organized logical – in order – fashion
- Keep things simple and demonstrate the most effective way to fulfill the task
- Define or explain any terms or concepts that might be difficult to understand
- Warn the audience against possible errors, give helpful tips
- Have a definite ending point and show the results

\_\_\_ **Conclusion:**

- Short review of the stages of the demonstration
- Summarize and referring back to introduction and initial statements

\_\_\_ **Quality:**

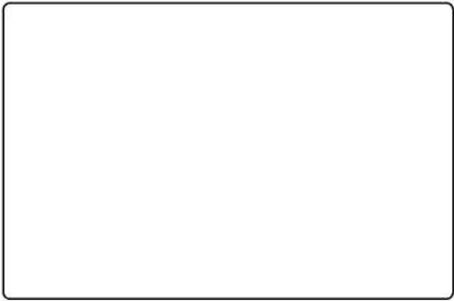
- Audio Quality
- Video Quality including lighting & steady

\_\_\_ **Creativity:**

- Storyline and/or approach taken to demonstrate
- Audio or Video Effects
- Camera angles
- Costumes, makeup, or props

\_\_\_ **Prepared:**

- Turn video in on date assigned
- Provide proper file to play at school

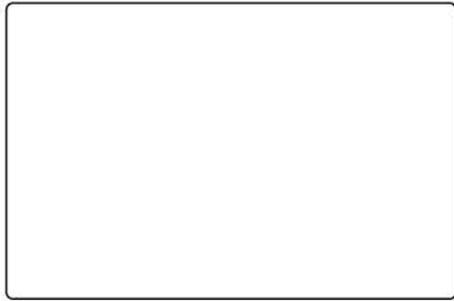


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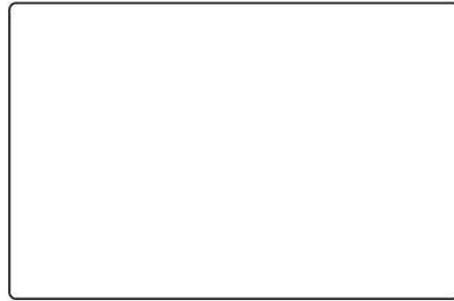


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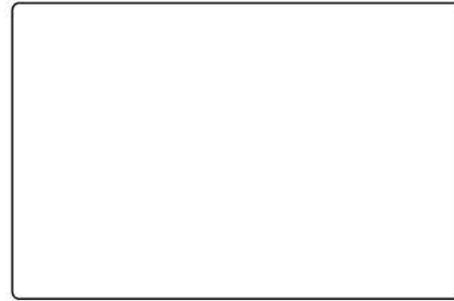


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