

Using YouTube Video and QR Code to Market Your Fair Project

Things to consider

- Showcase fair project
 - If animal, use feed bucket or halter to keep animal in center frame
 - Dress appropriately (i.e., 4-H uniform, safety clothing, boots, gloves, & eyewear, etc.)
 - Demonstrate skills and abilities of current industry standards
 - Demonstrate objectives that lead to your project goal
- Have youth prepare a skit to read
 - Identify who you are
 - Identify your 4-H Club
 - Inform how many years in 4-H project
 - Inform of 4-H project goals
 - Inform of 4-H project objectives to reach goals
- Use display board and easel
 - Place far enough to not see eyes moving when reading, but close enough to read
- Youth should be warm, exciting, and show enthusiasm of the 4-H project
 - Ask youth to demonstrate effective communication techniques
- Ask other youth to help in filming/directing and equipment use (i.e, create a 4-H Technology Team)
- Inform parents on creating a video
 - Gain parental/youth permission
 - Inform of safety measures taken (i.e, YouTube video access as 'Unlisted')
- Be aware of what is in the background of the picture
- Good light required for filming (outside preferably)
 - Be aware of light sources in background

Equipment Needed

- Video camera (HD preferably)
- Tripod (for stability)
- Video Editing software (<http://webseasoning.com/technology/best-free-windows-video-editing-software/1079/>)
- Heavy duty display board and easel
- Large black felt tip markers
- Good microphone if possible
- Animal halter or feed bucket
- Good charged battery or electrical source
- Thick card stock
- Laminator
- Zip ties