Communications Project Brief

Learning Objectives
• Strengthen skills in reading
• Develop writing abilities
• Enhance public speaking skills
• Promote habits and practices that assist youth in presenting information effectively
• Develop curiosity about new communications issues

Fair Projects
• Show the history of communication technology, from telegraph to cell phone
• Create an exhibit that shows techniques and strategies of good graphics design
• Create a poster or flyer
• Illustrate what is involved in an everyday cell phone conversation, from phone to satellite

Demonstration Ideas
• Ways texture can communicate a feeling
• How music impacts mood and message
• How to use today’s technology
• How to download pictures/video
• How to decode body language

Field Trips
• Visit a television studio or radio station
• Use the Internet to identify today’s great communicators - politicians, movie stars, etc.
• Attend the religious services of different cultures and/or denominations, then discuss what your group observed about communication styles (speaker and audience)
• Tour a graphics design studio and schedule a question & answer session with some artists

Ideas for Speech Topics
• The printing press - how communications technology ended the dark ages
• The properties of color and its use in design
• Graphics design examples we see every day
• The role of product branding in modern marketing strategies
• Tips for using today's technology

Critical Thinking
• How do color and texture impact emotion?
• What is the appropriate length for a PSA?
• How can you deal with stage fright?
• Why do communication skills matter?
• Who do you know that is a good communicator? Why are they so good?

Community Service
• Create signs for a community event
• Help plan the design and color of a nursing home lobby or recreation room so it reflects what the residents want to communicate
• Lead younger children in communication activities and games
• Be a consultant to a youth group looking to promote a community event

Science & Technology
How have you used science and technology in this project area?
Examples:
• Microphones and recording devices
• Presentation software (Le., PowerPoint)
• Audio editing software (Le., Audacity)
• Video editing software (Le., Movie Maker)
• Telecommunications equipment
• Laser pointers
Show Me Character

Trustworthiness
• Show up on time or early for all speaking engagements. If you must miss due to illness, etc. inform the event coordinators in advance
• Be a person who can be counted upon to have practiced and done the project research.
• Do your best at the things you commit to.
• Make sure all information you provide in your speech or presentation is accurate and current

Respect
• Reach out to those with opinions different than yours, to more fully understand big issues
• Tackle serious issues with confidence and a commitment to understanding all sides
• Stay objective in your speeches, taking care to represent the views of others with integrity
• Insist that you be treated respectfully, just as you treat others in the same manner.

Caring
• When your input is sought, always give constructive feedback to your fellow speakers
• Avoid saying things that are untrue or hurtful
• Share what you have learned with others
• Put in your best effort when you speak publicly
• Be positive and help others build confidence in their own abilities
• Use your skills to promote only positive efforts and organizations

Citizenship
• Promote issues that enhance the common good of your country and your community.
• Know how the law applies to the subject you’re speaking about
• Offer your skills to organizations you support in your community

Fairness
• Be considerate and truthful in how you portray the ideas and beliefs of others
• Seek first to understand, and be slow to criticize
• In presentations, use photos and graphics that accurately depict the topic or situation
• Listen to everyone’s ideas in decision-making

Caring
• Be open-minded when choosing a speaking topic, and willing to learn new things

Responsibility
• Be on time or early to every event and meeting
• Ensure you have permission to use all graphics & sounds in your PowerPoint presentation
• If you use presentation software at an event, know what type of computer and software edition you will be working from in advance
• Take time to learn about the issues you are speaking on, including different viewpoints
• Before the event, take time to become familiar with any props or equipment you will use

Show Me Standards
Missouri 4-H members will acquire the knowledge and skills to gather, analyze and apply information and ideas, communicate effectively, recognize and solve problems, make decisions and act as responsible members of society.

4-H members will acquire a solid foundation which includes knowledge of:
• Communication Arts- participating in formal and informal presentations and discussions of issues and ideas.
• Fine Arts - process and techniques for the production, exhibition or performance of one or more of the visual or performed arts.

Show Me Standards

Resources

237 Communications 1
Y2370 Picking Up the Pieces
LG2300 Communication Helper's Guide

238 Communications 2
Y2380 Putting it Together
LG2300 Communication Helper's Guide

239 Communications 3
Y2390 The Perfect Fit
LG2300 Communication Helper's Guide

241 Communications Toolkit: Fun Skill-Building Activities to Do with Kids
Check out a copy from your local MU Extension center or order the Communications Toolkit 4H1560 from Michigan State University at http://web2.msue.msu.edu/bulletins/inventorysearch.cfm
To sample the communication toolkit, go to http://web1.msue.msu.edu/cyf/youth/toolkit.html

To Order
Extension Publications online at http://extension.missouri.edu/explore/shop/or by phone 1-800-292-0969
For additional resources check with your local University of Missouri Extension Center or the 4-H Source Book at http://www.4-hmall.org/educationalresources.aspx.