

## TED Talk Criteria

<https://l1latnd.wordpress.com/2014/08/06/assigning-students-a-ted-style-talk/>

- TED-style talks **are personal**. The only reason to *give* a TED talk is that you feel passionately about something, and your sense of purpose creates an energy boost for both you and your audience.
- TED talks often **take us on a journey**. As the speaker shares his transition from ignorance to understanding of some important truth, we follow along in his footsteps.
- TED talks are **concise**. Because their time is short (generally, 5-18 minutes), TED speakers have generally done the hard work of cutting out any extraneous ideas. Ideally, every word of a TED talk counts.

And last but not least,

- TED-style talks **feel important**. Almost every speech presents an “ah-hah!” moment (the TED organization uses that phrase), and recounts with great intensity *what it feels like to break through a problem in your mind*. The problems themselves are often weighty — but even when they’re not, hearing about a breakthrough moment makes you feel that something big is at stake.

### TED Talk slide guidelines

When speakers **choose** to use slides, conference organizers have official **advice on how to edit them:**

- A single word or line of text can have more impact than a paragraph.
- Text-heavy slides distract listeners from processing what a speaker is saying.
- In general, choose images over text.
- Slides should be easy to understand.
- Keep graphs visually clear.
- No slide should support more than one point.
- Cut any slide that does not have a clear purpose