TED Talk Criteria

https://ltlatnd.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