

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

**OBJECTIVE**

Students will apply written and oral communication best practices to craft an effective short presentation on the topic of their choice for the class.

**PROJECT OVERVIEW**

Students who have enjoyed the weekly TED Talk dissection and discussions are perfect for this project. You can flex your presentation muscles and inspire your classmates on the topic of your choice. In this project you will take the PVLEGS rubric and the public presentation best-practices you've identified to craft a 5-7 minute persuasive presentation.

**RESEARCH**

In order for your talk to be effective you need to have the facts on your side as well as the rhetoric.

In selecting a topic, consider what the TED Talks you've seen and analyzed have in common, such as:

- Topic inspires the audience with a single idea that challenges or changes the way someone thinks or persuades them to take action.
- Topic lends itself to a layered narrative with stories and facts.

Once you've selected a topic for your TED Talk and had it approved by your teacher you'll need to work with your teacher or other mentor to identify areas of research that might be important.

**HERE ARE SOME TED TALK RESOURCES FOR YOUR REVIEW**

- <https://docs.google.com/document/d/1M8V4LCakvU6ktLVan0PwAlp1fuc7QgdZDXV4vkVfZI/edit>
- <http://danielle6849.weebly.com>
- <http://www.virtualspeechcoach.com/2012/10/31/how-to-deliver-a-tedtalk-the-catchphrase/>

Of course it may be immensely helpful to review some existing TED Talks ([www.ted.com](http://www.ted.com)). It is recommended you use the search filter to study presentations with approximately the same duration as your presentation.

Please remember to keep extensive bibliographical notes as you will be responsible for a complete bibliography that includes sources for both your information and images.

**WRITING**

Common traits we've identified in effective persuasive presentations include:

- A strong opening. Keep in mind the first 20-30 seconds of a presentation or speech is the peak of audience engagement level. Often presenters open with a personal story.
- Use of a catchphrase that is short (3-10 words), action-oriented, and rhythmic (Example from Simon Sinek "People don't buy what you do, they buy why you do it.")
- A short introduction that positions you as a credible guide on your chosen topic
- Tell them what you are going to tell them, tell it to them, then tell them what you told them
- A strong conclusion reiterating your call to action

There are numerous resources to help you in your thinking as you craft your TED Talk, but you will be responsible for turning in an initial outline, first draft, second draft, and final draft of your speech before your class presentation. You will need to work with your teacher to create a schedule and due dates.

### **PRESENTATION**

You will present to the class using a PowerPoint presentation. Your presentation should include as few or as many slides as you'd prefer and run for about 5-7 minutes in duration.

NOTE: This presentation CANNOT BE READ, it must be rehearsed in advance and committed to memory.

As you are trying to emulate the TED Talk presentation as closely as possible, pay attention to how the speakers use visuals and slides in their talks. The most critical rule of graphic design that applies to slide building is "less is more." Be generous with whitespace. Great slides only have one "so-what" message.

### **REFLECTION (DUE FIRST SCHOOL DAY AFTER PRESENTATION)**

In 2-3 paragraphs reflect on the process of observing, writing and presenting your own TED Talk.

Some questions to consider:

- How did you arrive at your topic?
- What were your research challenges and how did you overcome them?
- What was your process for outlining your talk?
- Did you find writing the talk difficult, easy, why? How did you decide on your visuals? What were your strengths in presenting? What were areas for improvement? How was your speech received by your audience?

### **NECESSARY PORTFOLIO COMPONENTS**

Please include the following project components in your final course portfolio:

- Digital recording of presentation
- Printed copy of presentation
- Outline
- Rough draft
- First draft
- Final draft
- Completed rubric
- Reflection