

# Senior Project TED Talks – Getting Started

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**Time Limit:**

**15 – 18 minute presentation**

**10 – 12 minutes of Thesis Defense and Q+A**

Think of your talk as having 3 really important and distinct components: A beginning, a middle, and an end. These components are reflected in the rubric. Here's what you should focus on when sculpting your talk.

## **The Beginning: How do I get them hooked?**

1. State your name (first and last) and your research question.
2. Use a hook to bring your audience to attention. This can be funny, catchy, or witty, but should be oriented around your research content in some way.
3. Remember, you need to quickly and effectively establish a relationship with your audience.

## **The Middle: How do I present my content while keeping it interesting, engaging, and personal?**

1. Why not start with your personal journey 'through' this project? For example...
  - a. How did you come to settle on your research question?
  - b. What was the lowest/highest point in the creation of this project?
  - c. Are there any personal anecdotes that can help your audience engage in your content or find meaning in your research?
  - d. Make sure though, that you do get to the main points of your research!
2. **The best way to succeed in a thesis defense is to be proactive in addressing the following**
  - a. Address and refute your counter arguments effectively
  - b. Acknowledge some methodological problems, or weaknesses in your research
  - c. If you had to do this again, would you do anything differently? Why/why not?
  - d. Use some kind of visual aid (not mandatory – if you're doing the naked style – but highly recommended. Use your slides sparingly and effectively!

## **The End: How do I wrap this up effectively?**

1. Make sure the implications of your research are clear, and that you understand the importance and urgency of your topic and research.
  - a. Make sure that your passion comes across in your ending!
  - b. Your last statement should leave your audience something deep to ponder.
  - c. End with "Thank you."

# TED Talk Rubric

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Your TED Talk consists of two parts: The Presentation, and the Defense. Together, these will be worth 15% of your Humanities grade for this semester. Unlike the paper, you will not be able to redo any parts of this, so make it good the first time.

## Presentation Rubric

<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Meets all requirements at a high level	Meets most requirements with room for improvement.	Meets some requirements.	Meets very few requirements
<b>Verbal Communication (4 points)</b> <ul style="list-style-type: none"> <li>• Tone is professional and engaging</li> <li>• Student speaks clearly, with appropriate volume and pacing (not too fast, not too slow)</li> <li>• Avoids vocal fillers (um, ah, like)</li> <li>• Passion for the topic comes through in presentation</li> </ul>			
<b>Non-Verbal Communication (4 points)</b> <ul style="list-style-type: none"> <li>• Uses supportive gestures, purposeful movements, avoids distracting movements, pacing, fidgeting.</li> <li>• Maintains consistent eye contact throughout</li> <li>• Presentation aims to engage the audience by being organized and rehearsed</li> <li>• Any visual elements used are engaging, appropriate, and add to the presentation</li> </ul>			
<b>Organization (4 points)</b> <ul style="list-style-type: none"> <li>• Presentation is clearly organized and easy to follow</li> <li>• There is a clear introduction that includes a hook and your research question</li> <li>• Your conclusion leaves audience pondering, and discusses the implications of your research</li> </ul>			
<b>Primary Content and Research (8 points)</b> <ul style="list-style-type: none"> <li>• Presented in an entertaining, captivating way</li> <li>• Main points are made clearly and concisely</li> <li>• Counter arguments are addressed and refuted</li> <li>• Enough evidence is presented to be convincing to the audience</li> <li>• Weaknesses in your research or methods are addressed</li> </ul>			
<b>Thesis Defense (8 points)</b> <ul style="list-style-type: none"> <li>• You answer questions authentically- if you don't know, you say so</li> <li>• You are able to defend your conclusions effectively using evidence and research</li> <li>• You are able to address weaknesses in your research and methods</li> <li>• You field questions with grace and politeness</li> </ul>			

**Final Score (out of 28):** \_\_\_\_\_