Writing Project 3: TED Talk Script & Reflective Essay*

🌟**Writing Project 3 is worth 20% of your final grade.**

OVERVIEW

For this project, you will *remediate* your work from your researched argument essay—that is, you will re-present your work in another medium, for a different audience. Using the analytic and creative skills that you have been practicing this semester, you will create a 3–4 page (1,000–1,250 word) script that adapts your scholarly essay for a broader, more public audience. Your script should include stage directions describing any gestures, movements across the stage, or special emphasis that you would include in your presentation. In addition to the script, you will also create a slide deck featuring accompanying visuals that contribute to your talk. The slide deck should be 3–5 slides and may include non-copyrighted images, data visualizations, key words or definitions, etc. The final draft of this script should be something you would be confident presenting at a TEDx event, such as TEDxPurdueU. As with Projects 1 and 2, you will also submit a 500-word reflective essay explaining your experiences with this assignment.

GETTING STARTED

First, you should review your critique of the TED Talks you have watched this semester. (Of course, you're welcome to watch others, too.) You should focus on talks that are generally the same length as your presentation would be (6–9 minutes). Consider the following questions as you watch: How do speakers move on stage? Do they speak loudly, quietly, quickly, slowly? Do they use props (other than a slide deck)? How do they cite sources? What kinds of evidence do they use, and how does that compare to what you used in your researched argument essay? How do they grab the audience's attention and hold onto it? How do they reach a satisfying end? Use these questions to determine what makes a successful TED Talk and to start designing your own.

PROJECT EXPECTATIONS

TED Talk Script

- Be 1,000–1,250 words (3–4 pages), excluding Works Cited page
- Typed in 12-point Times New Roman font and double spaced with 1" margins

- Include relevant visualizations (presentation slides, data visualizations, etc.)
- Address a broad, public audience
- Provide information and evidence that has been adapted from your researched argument essay
- Follow the genre conventions of a Ted Talk
- Follow design principles and strategies to create an effective multimodal presentation

Reflective Essay

- Be 500+ words
- Respond to any/all of the following prompts:
  - What strategies did you employ to remediate your researched argument essay's main ideas?
  - Analyze the effectiveness of your stage directions and slide deck for a more general audience.
  - Would you feel confident presenting this TED Talk? Why or why not?

ASSESSMENT

Writing Project 3 will be assessed according to this rubric (coming soon!).

*This assignment meets ICaP Learning Outcomes 1.1, 1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.2, 3.3, 4.1, 4.2, 4.3, 5.4, 5.5, 6.2, 6.3, 6.4, 6.5, 6.6 ; for more details, see
https://cla.purdue.edu/academic/english/icap/courses/outcomes.html