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TED TALKS: TIPS & TRICKS
APHASIA ACCESS 2019 LEADERSHIP SUMMIT
BRAG & STEAL

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OBLIGATORY SLIDE 😊

Disclosures

- Rosalind Hurwitz and Ann Oehring are employed by the Shirley Ryan AbilityLab.
- They have nothing to disclose.

Objectives

1. Search for interesting, aphasia-friendly TED Talks.
2. Provide class activities to accompany chosen talks.
3. Understand elements of a successful TED Talk.

TED: TECHNOLOGY-EDUCATION-DESIGN

“Our Mission: Spread ideas”

“We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.” <https://www.ted.com/about/our-organization>

A TEDx Talk

Presents a “great, well-formed idea”

- A new surprising idea, or
- A new take on a basic idea
- NOT: a story or a list of facts, but
- draws a larger conclusion.

18 minutes or less!



Al Gore:
Averting the
climate crisis
2006

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- Pick a topic of interest
 - <https://www.ted.com/topics>

Birds

Blindness

Blockchain

Body language

Books

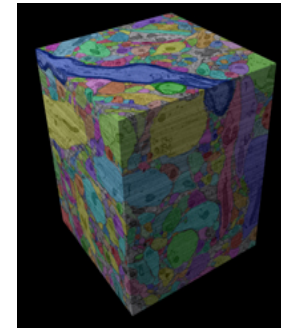
Botany

Brain

Brand

Brazil

Buddhism



Sebastian Seung
“I Am My
Connectome”

- Playlists

LIFE: AM I DOING IT WRONG??

Art and design



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Aphasia-Friendly TED Talks

- Are short
- Use graphics
- Presenter is easy to understand
 - Moderate speech rate
 - Standard American accent
- All have closed captions
- Interesting
 - educational
 - new ideas
 - **FUN**



David Gallo:
“Underwater
Astonishments”



Charlie Todd:
“The shared
experience of
absurdity”



MAKE IT FRIENDLIER

Modifications

- Introductory handouts

November 15, 2018
TED Talks

Why city flags may be the worst-designed thing you've never noticed (18:19)

Roman Mars | TED2015
5,234,334 views



Roman Mars, Digital Storyteller (99% Invisible)

This talk is about **vexillology** (the study of flags).

Roman Mars is obsessed with flags. After you watch this talk, you may be obsessed with flags too.

Many **city flags** are terribly designed. Other city flags are well designed.

Roman Mars introduces the **5 principles of flag design**. Mars believes these principles apply to other objects, as well.

This talk was presented at an official TED conference and was featured on the editor's home page.



How I climbed a 3,000-foot vertical cliff – without ropes



About the Speaker:

Alex Honnold
Professional rock climber

Climbed El Capitan rock formation in Yosemite National Park

"Imagine being by yourself in the dead center of a 3,000-foot vertical cliff – without a rope to catch you if you fall!"

April, 2018

Over 4.5 million views



POST-TALK ACTIVITIES

- Marshmallow problem (Tom Wujec)



- Design a flag (Roman Mars)



- Before I Die wall (Candy Chang)

