



TEDTALK EVENT DESIGN

Jordan D. Gum - GRD8500

Georgia State University MFA, Spring, 2021



IN 2002, STEPHEN PETRANEK GAVE US SOME BAD NEWS.

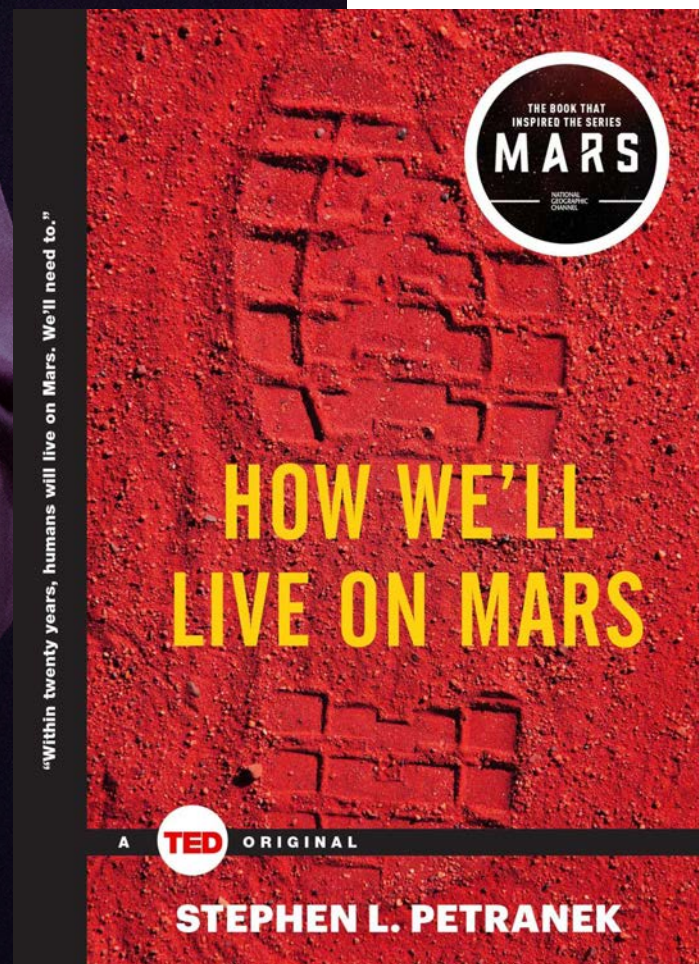
In his darkly comic, yet inspirational, TEDTalk **10 Ways The World Could End**, technology forecaster Stephen Petranek envisioned how a fraction of the 2-trillion-dollar budget George W. Bush was calling for to fight a “war on terror”, post-9/11, could be used to prepare for ten real ways human existence could meet its demise.

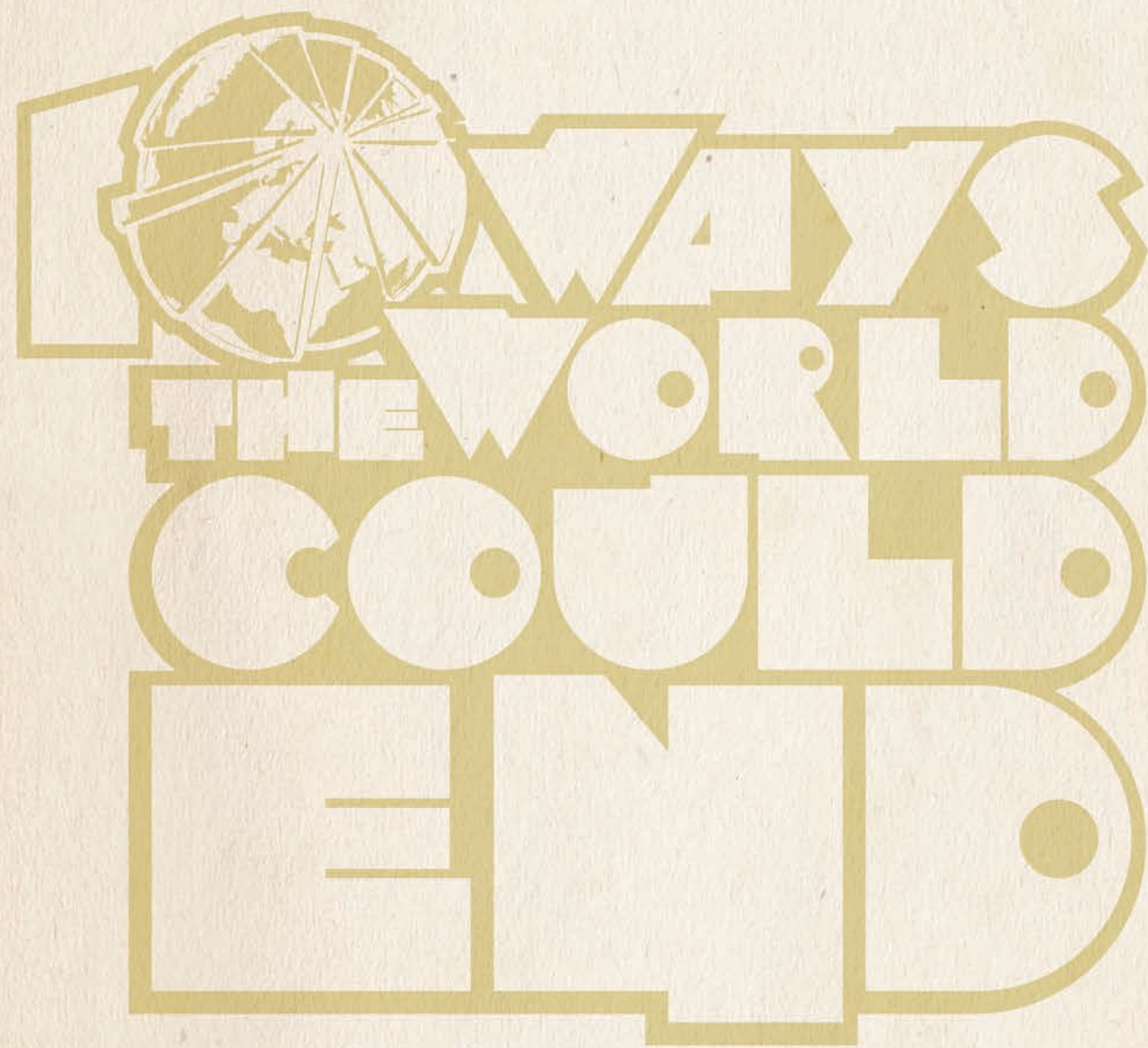
Thirteen years later, he expanded upon No. 4, Giant Solar Flares, to imagine how human civilization could move beyond our solar system in his equally engaging **Your Kids Might Live on Mars**. This talk became the basis for a successful TED book and a subsequent National Geographic Channel series.

With the recent landing of the Perseverance rover on the Martian surface, humanity has come one step closer to realizing one of the solutions to the existential threats that Petranek spelled out nearly twenty years ago.

The following presentation imagines what an expanded version of his original TEDTalk could look like as a stand-alone event at the Woodruff Arts Center in Atlanta, Georgia.

It would also make a pretty nifty board game.

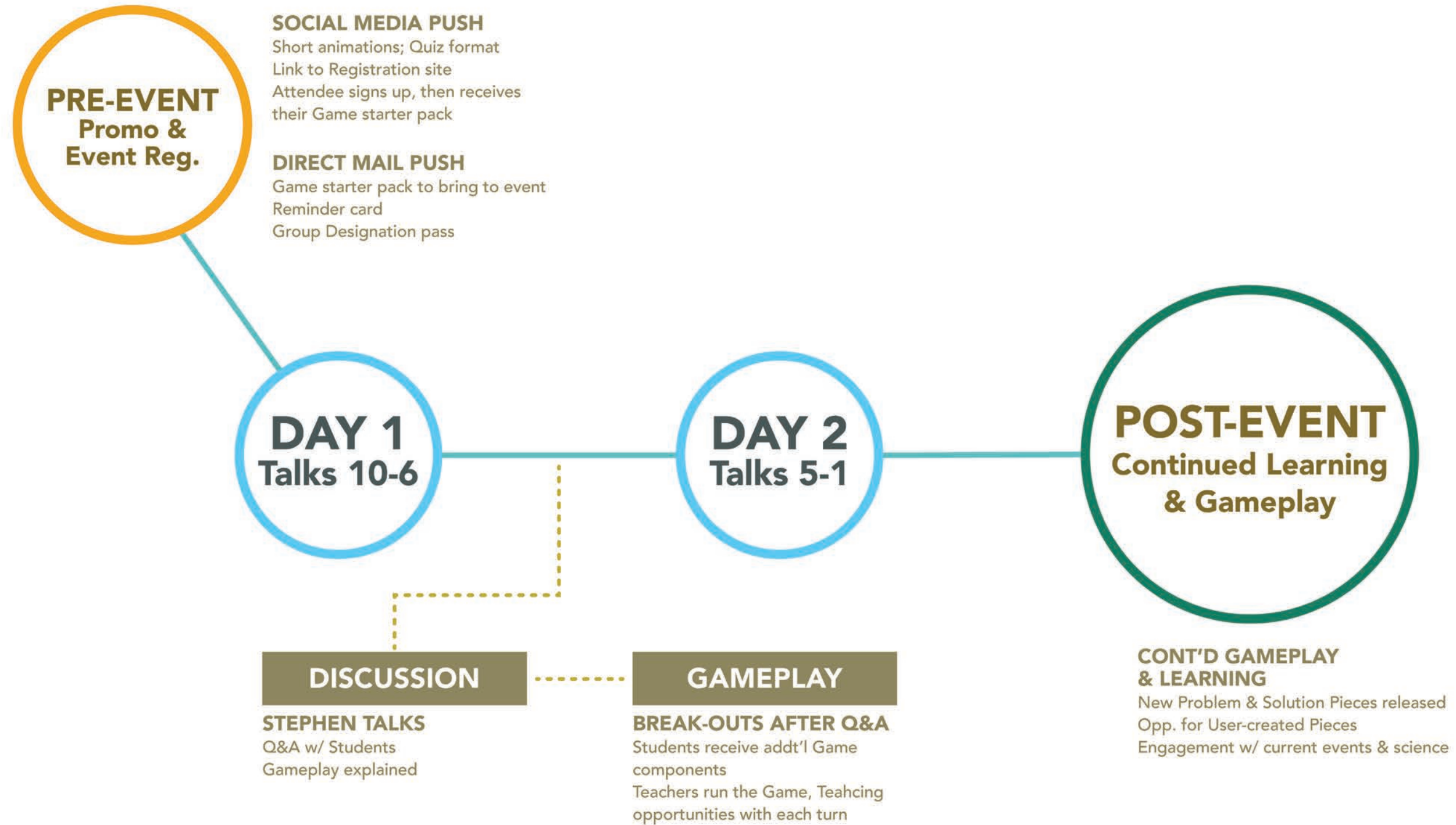




PHASE I: HEY YOU

PHASE I: HEY YOU

Event Timeline



PHASE I: HEY YOU

Moodboard and Collateral Inspiration



PHASE I: HEY YOU

10 Ways The World Could End Branding



Logo Variations



Color

CMYK: 53 60 76 52
RGB: 78 62 45
#4E3E2D

CMYK: 2 38 100 0
RGB: 245 168 28
#F5A81C

CMYK: 70 52 55 30
RGB: 74 89 89
#4A5959

CMYK: 44 47 96 22
RGB: 129 109 47
#816D2F

CMYK: 85 28 69 12
RGB: 24 128 102
#188066

CMYK: 44 38 68 10
RGB: 172 135 97
#8E8761

CMYK: 27 25 95 0
RGB: 195 176 57
#C3B039

CMYK: 55 2 0 0
RGB: 94 199 242
#5EC7F2

CMYK: 60 4 25 0
RGB: 94 190 195
#5EBEC3

Typograh

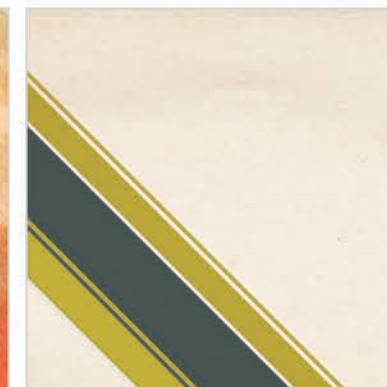
AVANT GARDE BOLD

New Kansas Black

Avant Garde Medium

New Kansas Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Design Elements & Textures

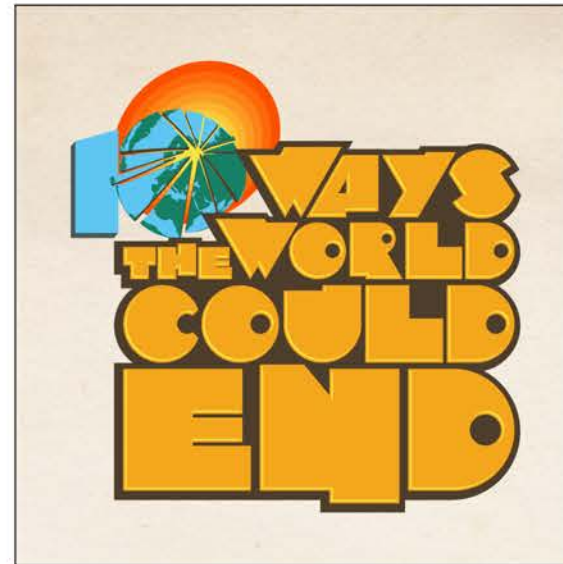


PHASE I: HEY YOU

Social Media Animated Quiz



SC0100
Intro question animates in.



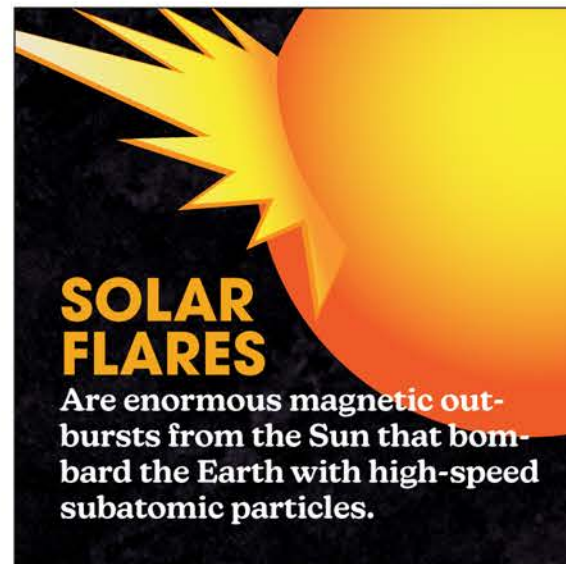
SC0200
Intro question animates off, logo animates in.



SC0301
Logo animates off, No. 4 animates in.



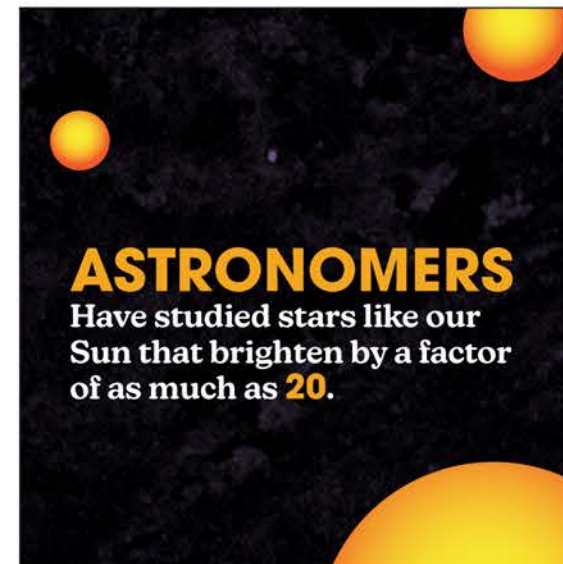
SC0302
No. 4 pushes back, Giant Solar Flares animates in.



SC0401
WIPE TO: Shot of the sun, camera pulls back as solar flare flashes. Copy animates on.



SC0402
Camera pulls back to reveal Earth as it's bombarded by solar radiation. Second copy animates on.



SC0403
Camera pulls out further into the Universe, revealing other stars. Third copy block animates on.



SC0501
WIPE TO: Paper bg. SUPER FLARES animates on.

PHASE I: HEY YOU

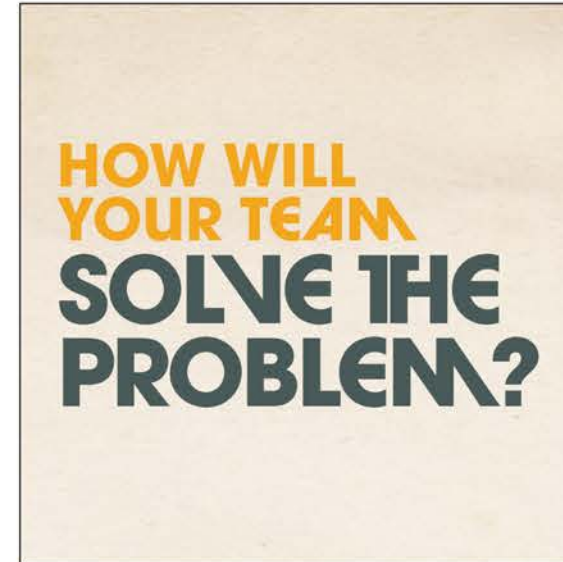
Social Media Animated Quiz



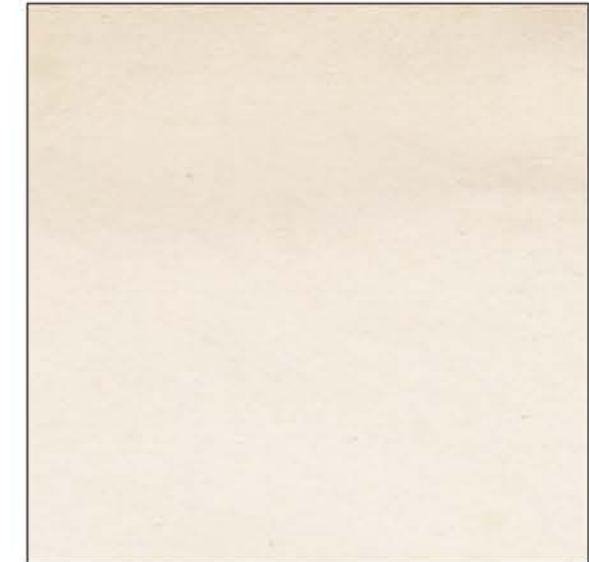
SC0502
SUPER FLARES animates off, SO FAR... animates on.



SC0601
WIPE TO: Earth rotating around the Sun. SO, WHAT CAN WE DO ABOUT IT? animates on.



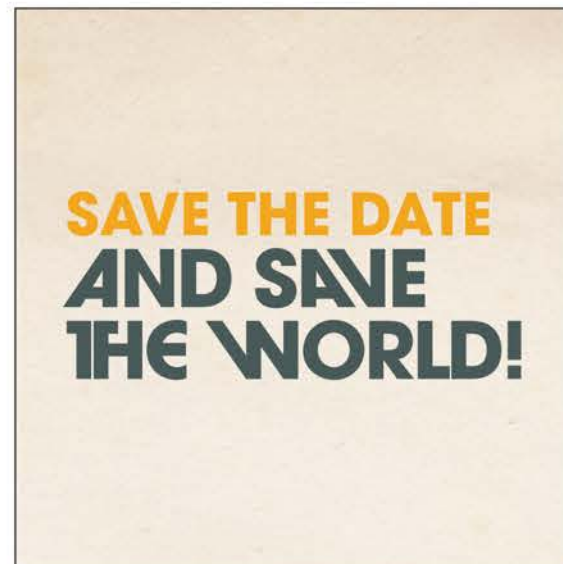
SC0701
WIPE TO: SOLVE THE PROBLEM question animates on.



SC0702
Question animates off.



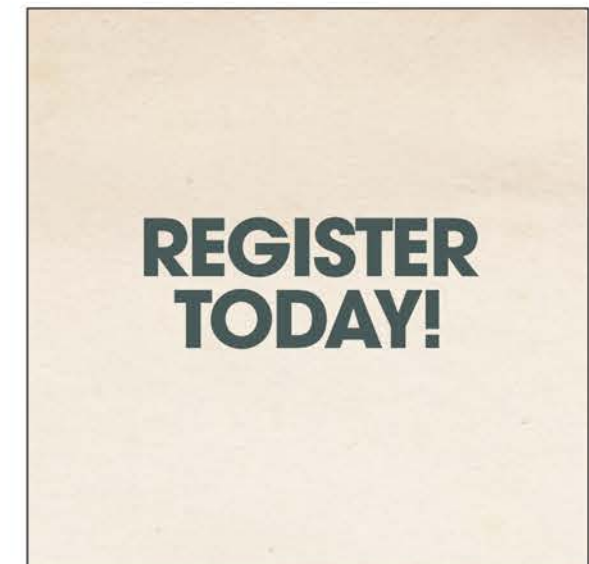
SC0703
Possible answers animate on.



SC0704
Tag line animates on.



SC0705
Logo, Speaker, Date, Loc. animate on.



SC0706
CTA animates on. Animation loops to beginning.

SUPER FLARE

THREAT SUMMARY

X-CLASS FLARE
The biggest solar flares, known as "X-class flares", are by far the largest explosions in the solar system. They can produce as much energy as a billion hydrogen bombs.

Such flares and associated CMEs can create long lasting radiation storms that can harm satellites, communications systems, and even ground-based technologies and power grids.

WORST CASE SCENARIO
Global communications collapse
Prologned, possibly years-long, power outages

COLONIZE MARS

PROJECT PARAMETERS

TRAVEL TO MARS ●●●●●▲▲▲▲
Coordinate long-range rocket development.

FOOD & AGRICULTURE ●●●▲●●●●●●●●
Develop hydroponic agriculture on-planet and transport dehydrated supplies from Earth.

HYDRATION ●●●●●▲
Use WAVAR to harness Mars' hidden water resources.

SHELTER ●●●●●▲▲
Develop above-and-below ground housing.

PROTECTIVE CLOTHING ●●●●●
Mass-produce Dava Newman's spacesuit design.

BREATHEABLE ATMOSPHERE ●●●●●▲●●●●●
Use NASA's MOXIE device to generate atmosphere.

NECESSARY RESOURCES & CAPABILITIES
 15 15 10 5 5

PROJECT ELEMENT

DAVA NEWMAN'S BIOSUIT

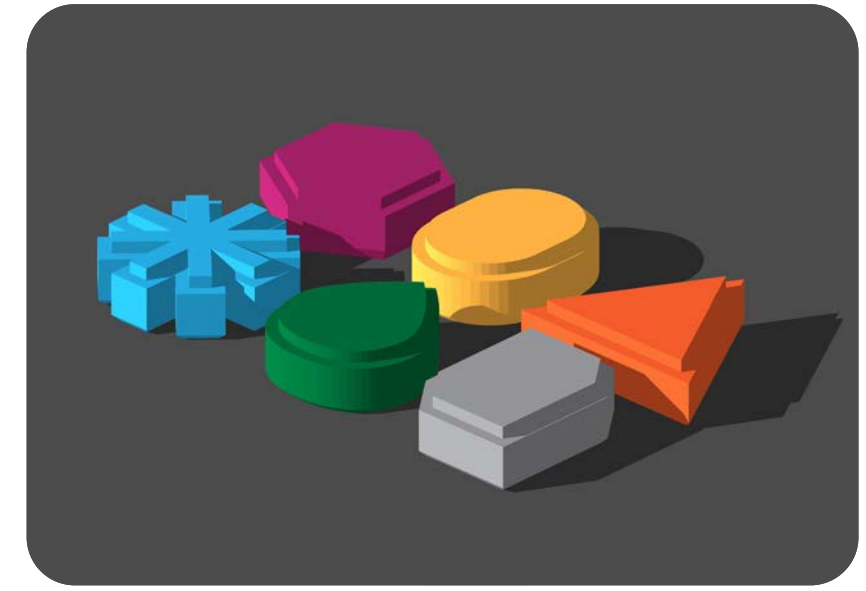
THE PRESSURE'S ON
Newman's BioSuit employs semi-rigid ribs traced across the body to provide mechanical counterpressure while letting the wearer retain a full range of movement.

2 2

GLOBAL THREAT

NO

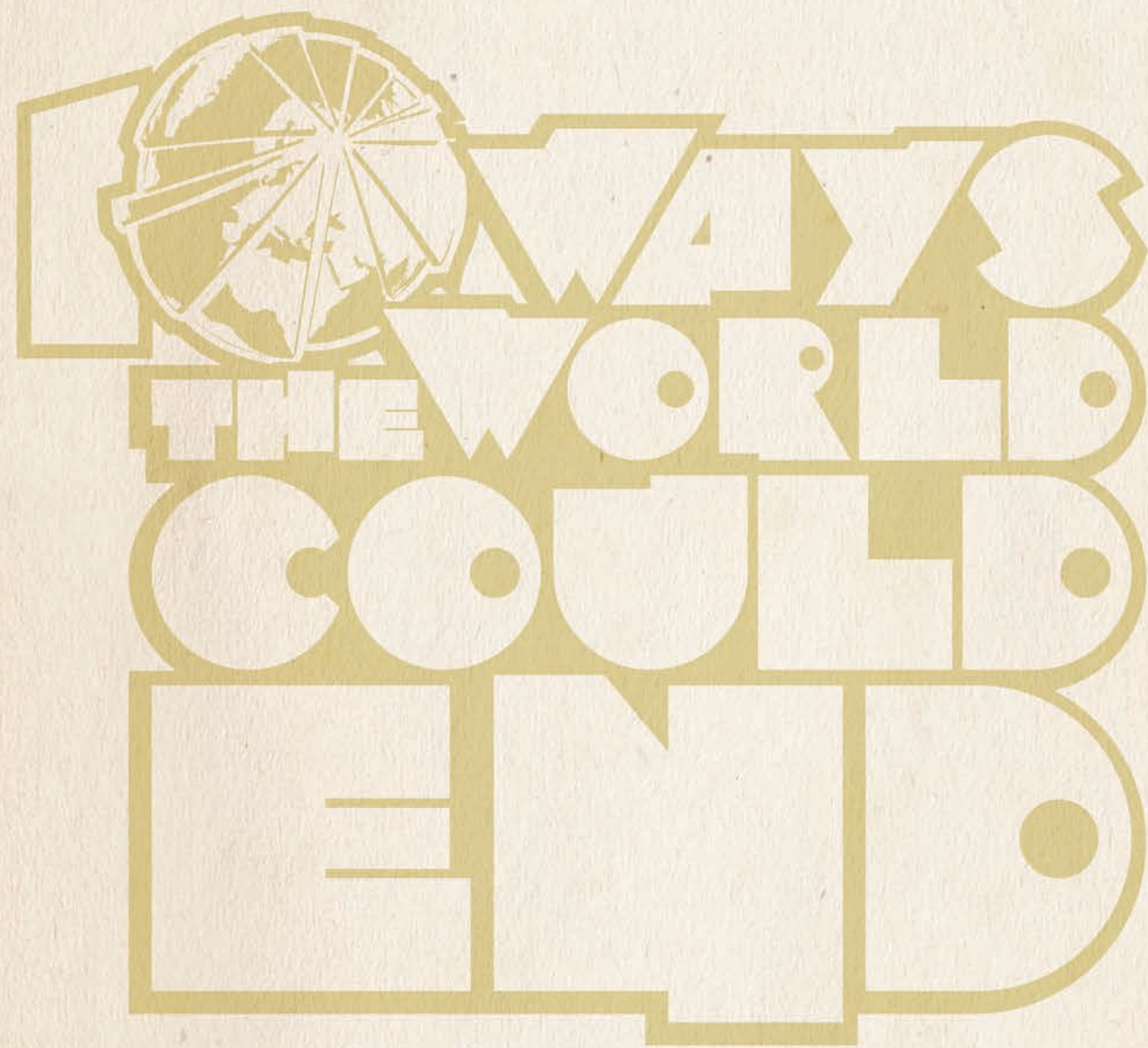
GLOBAL SOLUTION



PHASE I: HEY YOU

Event Pass w/Group Designation





PHASE II: GET READY

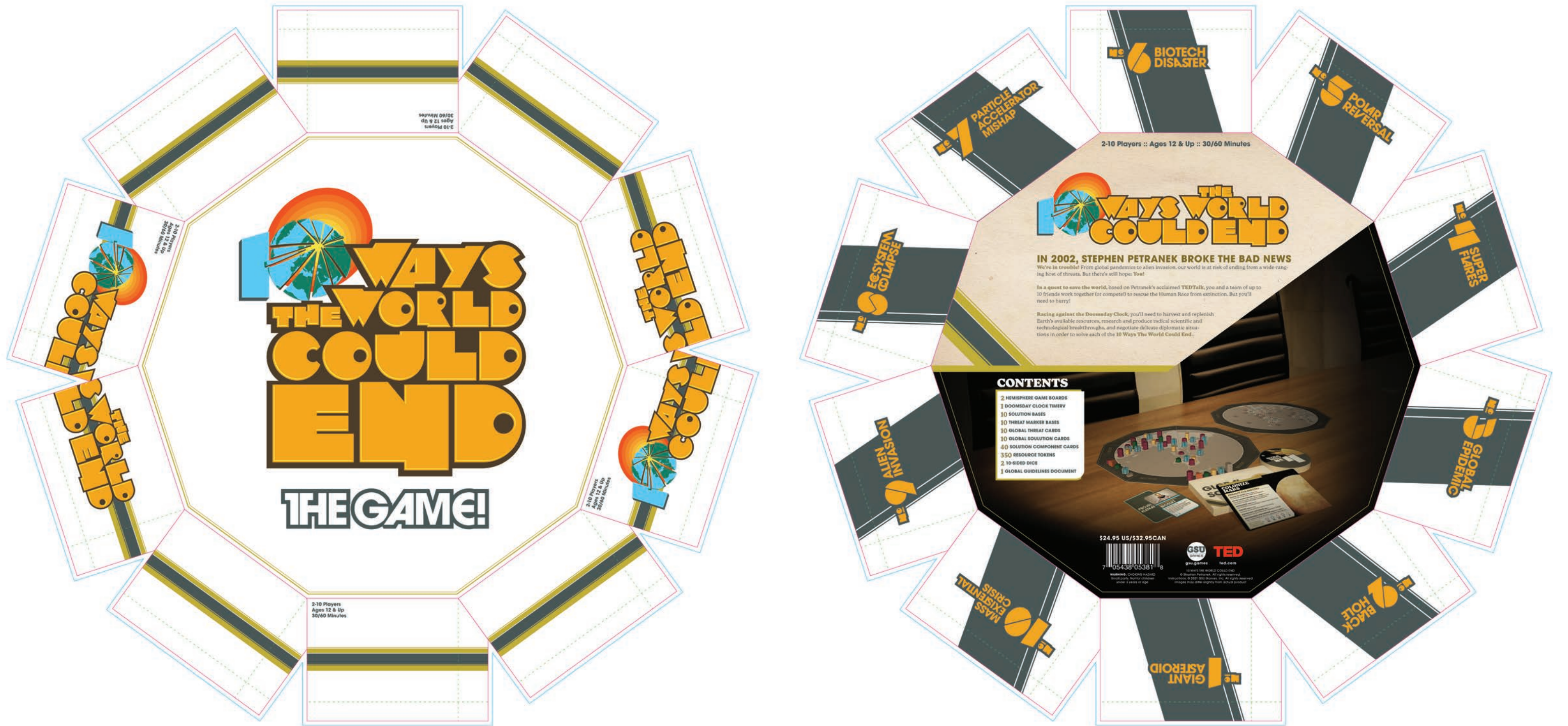
PHASE II: GET READY

Venue: Speaker Portion Lighting



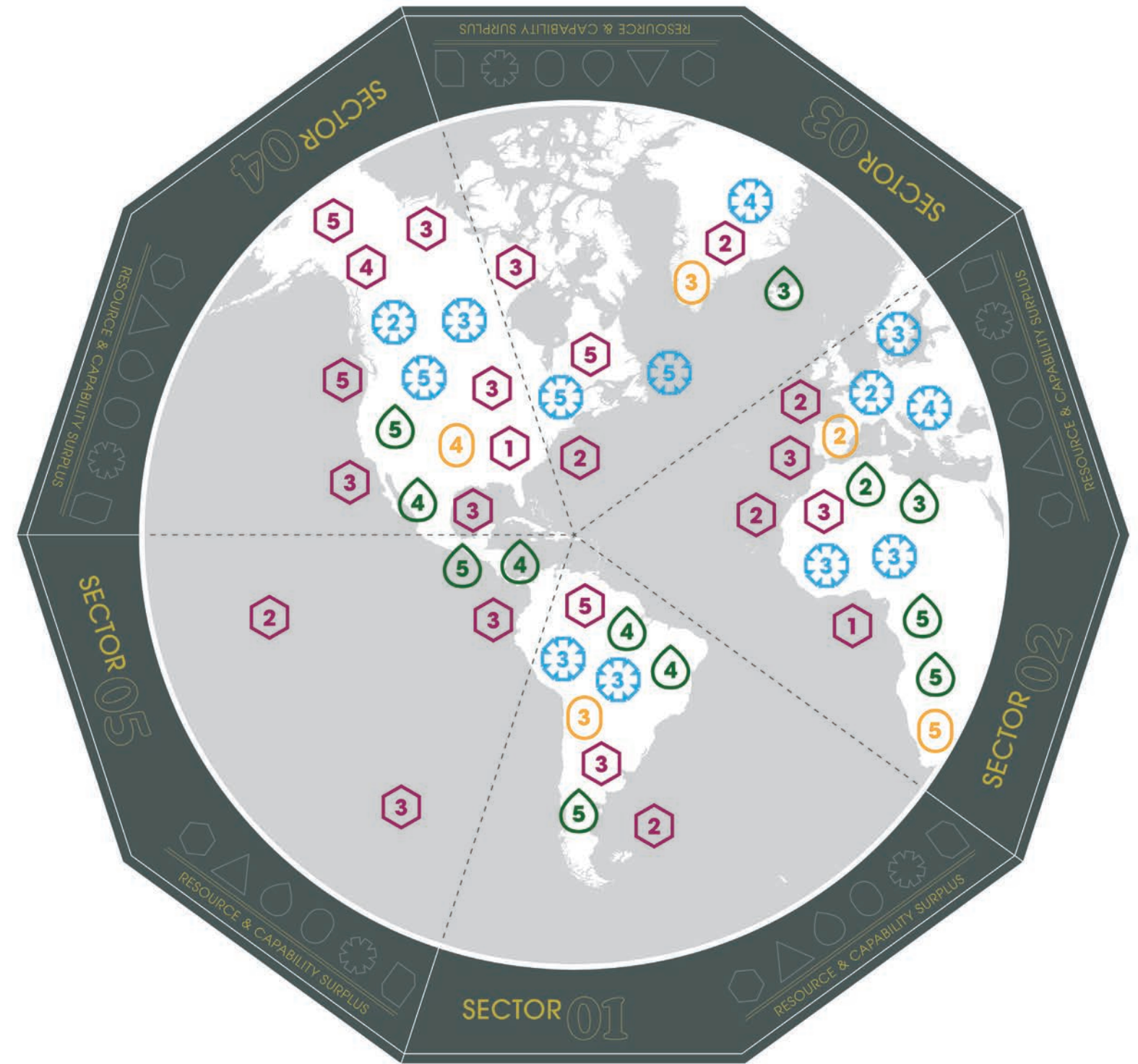
PHASE II: GET READY

Game Box (Print Template)



PHASE II: GET READY

Game Boards



SUPER FLARE

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SHELTER ●●●●●▲▲
Develop above-and-below ground housing.

PROTECTIVE CLOTHING ●●●●●
Mass-produce Dava Newman's spacesuit design.

BREATHEABLE ATMOSPHERE ●●●●●▲●●●●●
Use NASA's MOXIE device to generate atmosphere.

NECESSARY RESOURCES & CAPABILITIES

●	●	▲	●	○
15	15	10	5	5

PROJECT ELEMENT




DAVA NEWMAN'S BIOSUIT

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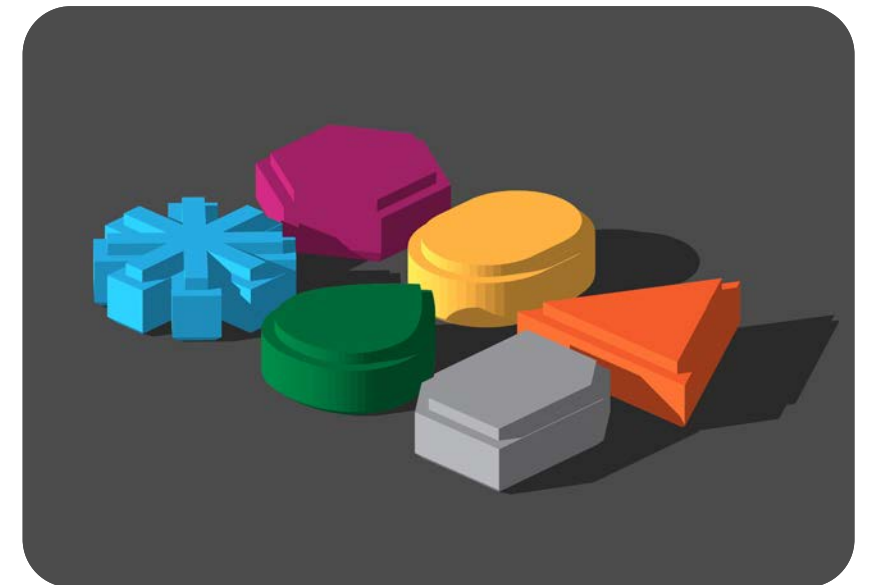
● ●

2 2

GLOBAL THREAT

NO

GLOBAL SOLUTION

PHASE II: GET READY

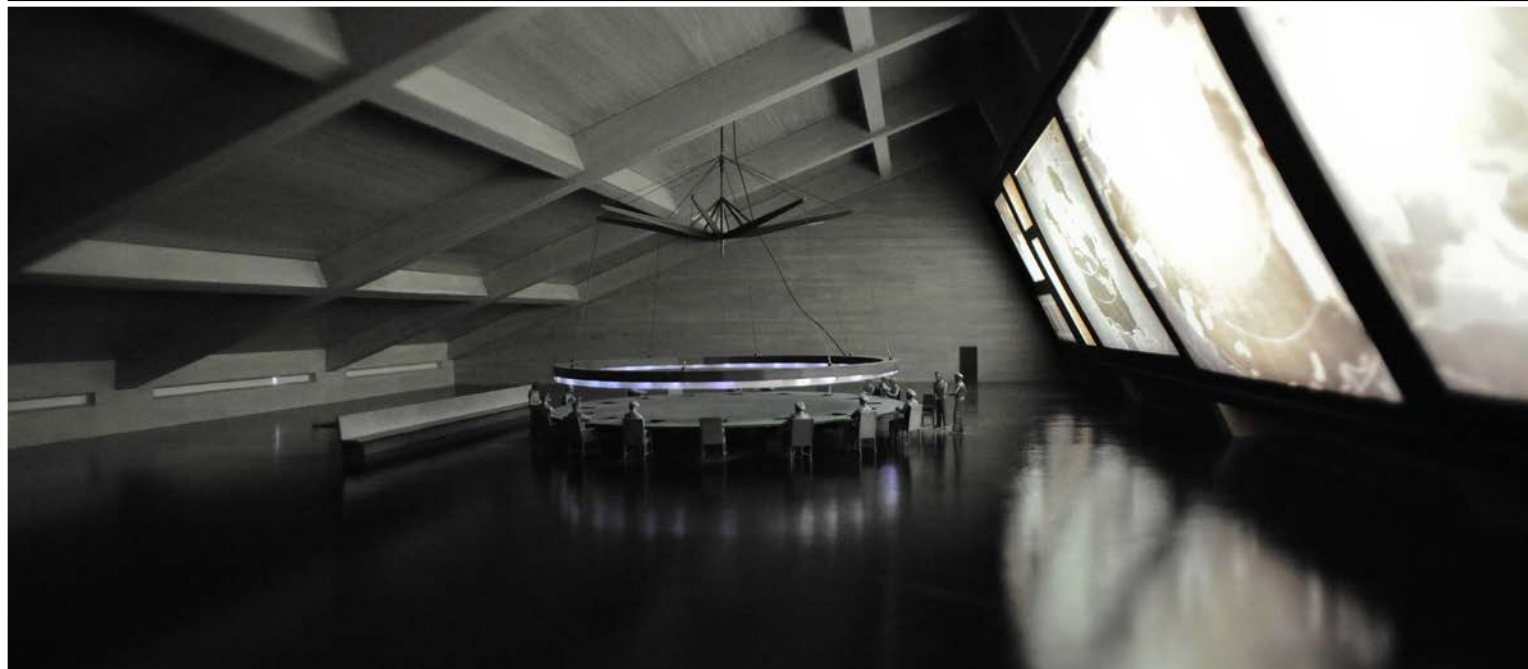
Venue: Gaming Leaderboard

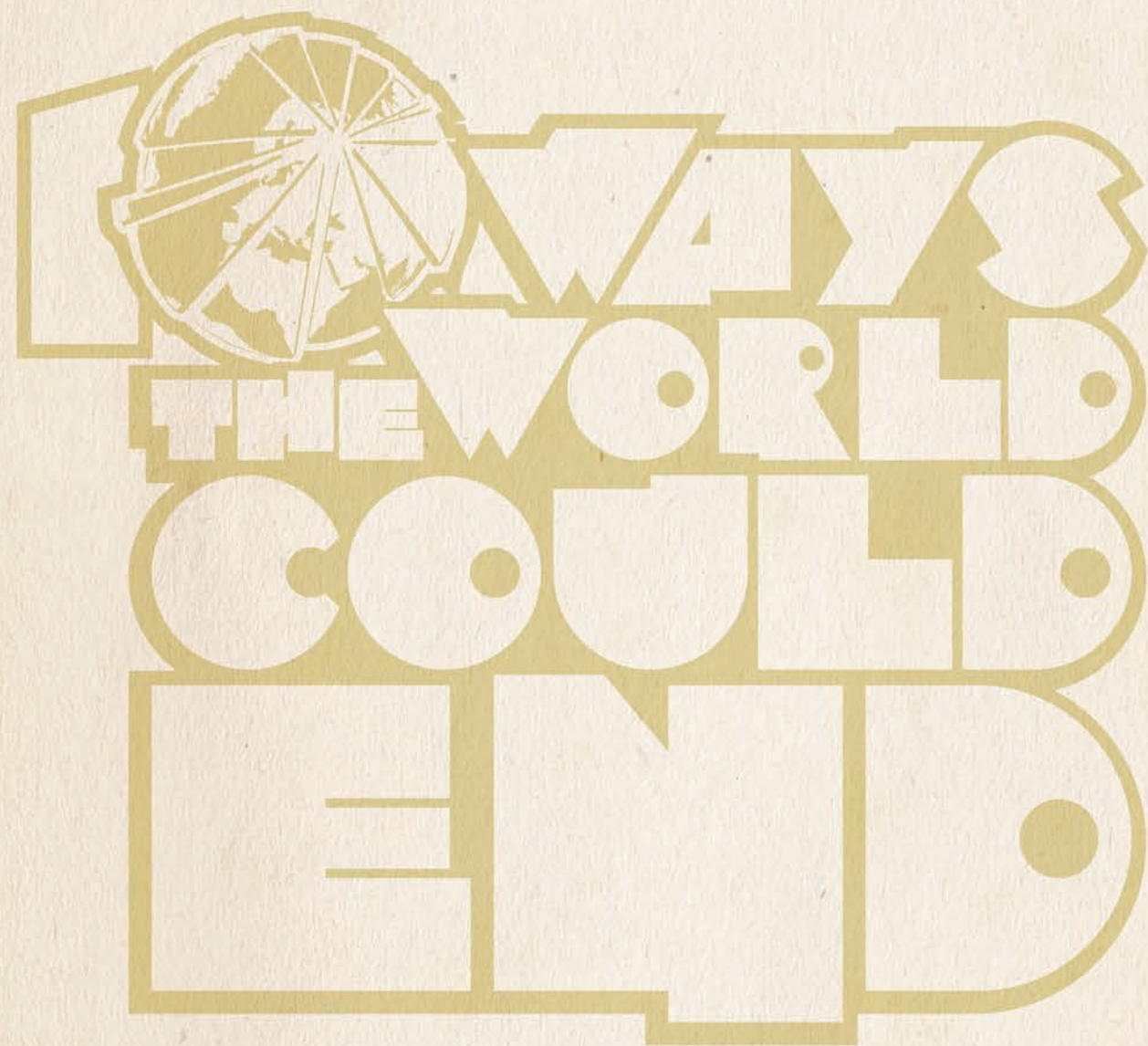
GLOBAL THREAT		POLE REVERSAL	SUPER FLARE	PANDEMIC	BLACK HOLE	ASTEROID
GROUP	TESLA					
GROUP	PYTHAGORAS					
GROUP	PASTEUR					
GROUP	NEWTON					
GROUP	HAWKING					

DEC 31 23:50

PHASE II: GET READY

Venue: Gaming Portion Lighting





PHASE III: TAKE ACTION

PHASE III: TAKE ACTION

Digital Engagement & Continued Gameplay

AFTER THE EVENT

Digital & Analog Engagement

Bi-monthly email newsletter

Regular IG posts

Continued Gameplay

New Threat, Solution, and Element cards

Special Resource Tokens

STEM Meetups

In-class use of the game as research catalyst

February 22, 2022 View this email in your browser



(still)

THREAT ALERT!

PLAGUE OF SHARKS

Population of New Species Surges Down Under

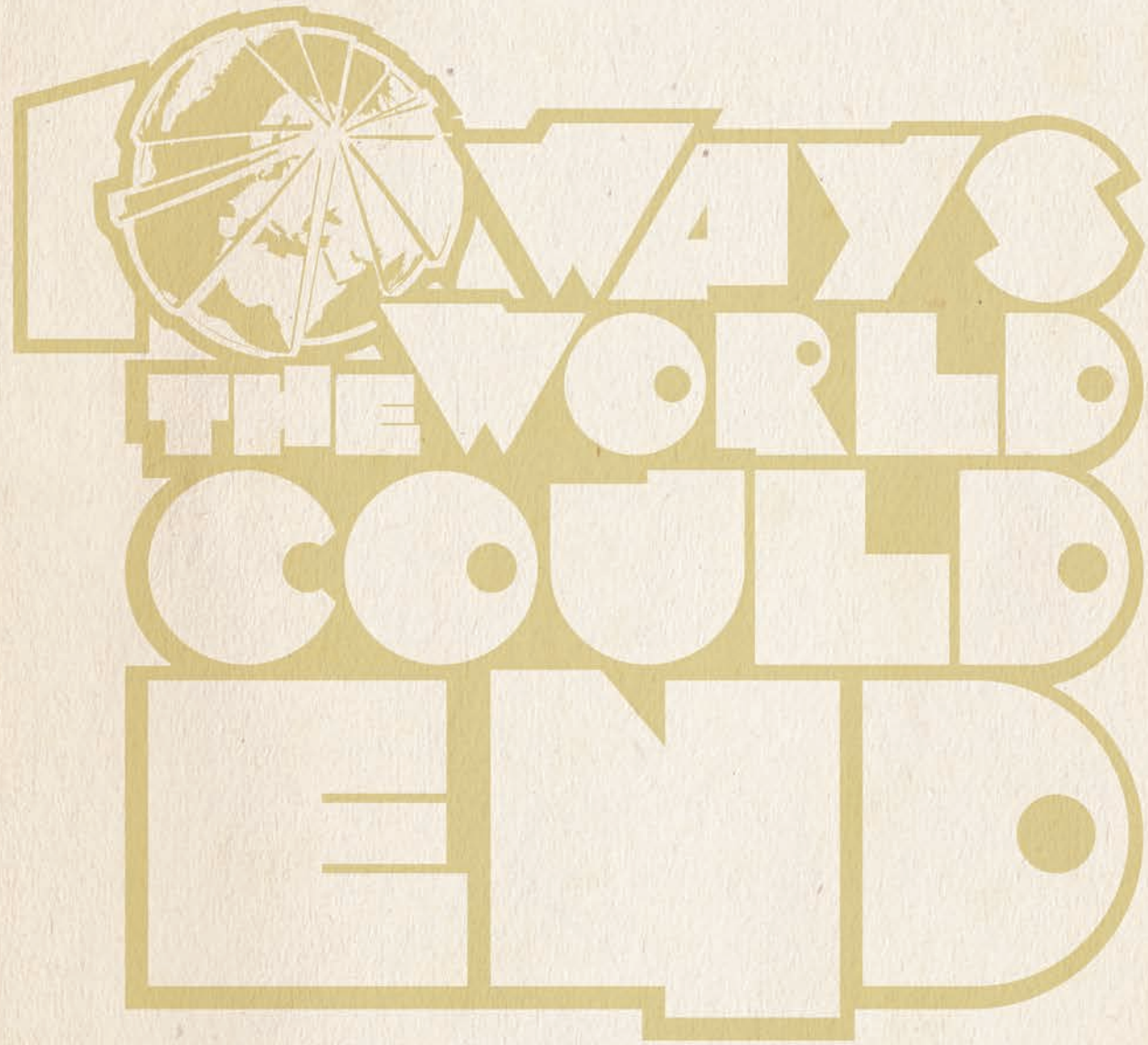
Darlene Rankle, an Australian marine biologist has discovered a new species of shark off the coast of Melbourne that has four times as many teeth as the Great Whites that the regional waters are known for.

The enthusiastic eating machines, dubbed **the Shadowback** by Rankle, also reproduce at double the rate of the world's long-runningest Top Man-Eater. If that weren't enough, the Shadowback is also 30% larger than the Great White and swims 25% faster on average than the Mako, the species with the world's fastest rate of swim to date.

As of this writing, the local population of Great Whites and surfers named Treadly has decreased by a factor of twelve, and shows no signs of slowing any time soon! Rankle **theorizes** that the Great White population drop is due to the massive super-predator's new competition. The loss of Treadlys is most likely because anyone that names their child that deserves to see them eaten.



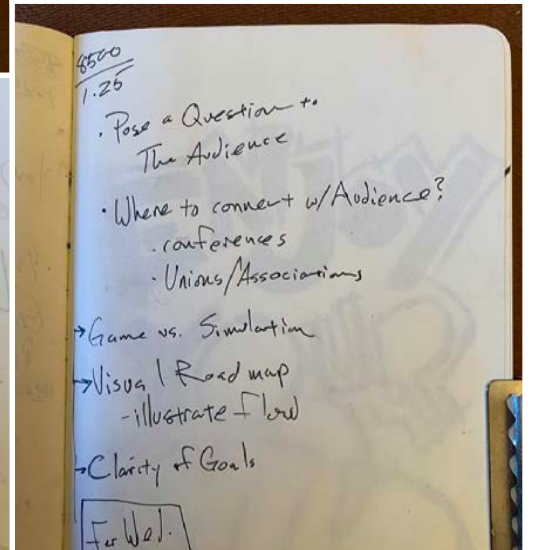
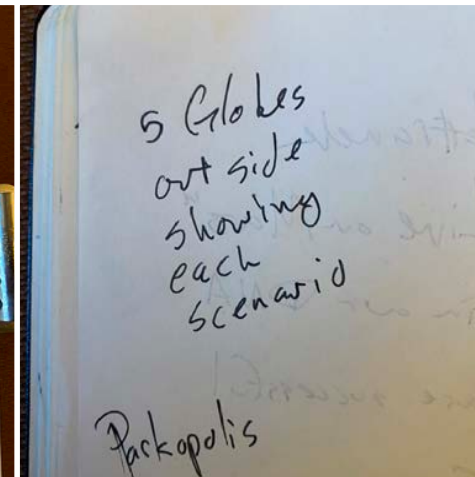
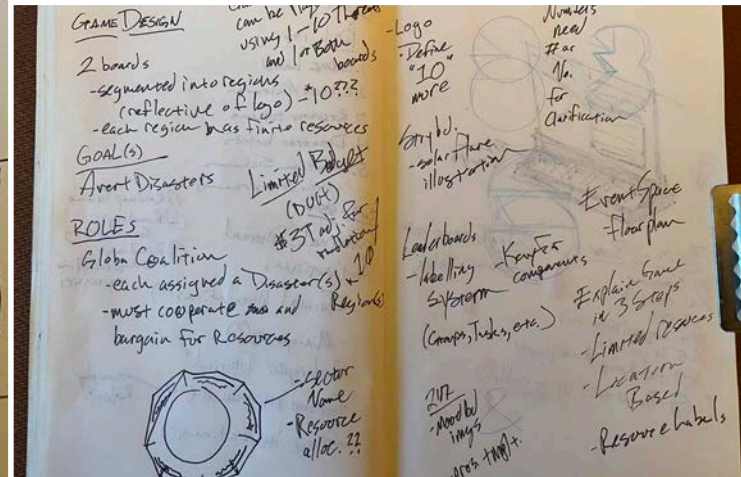
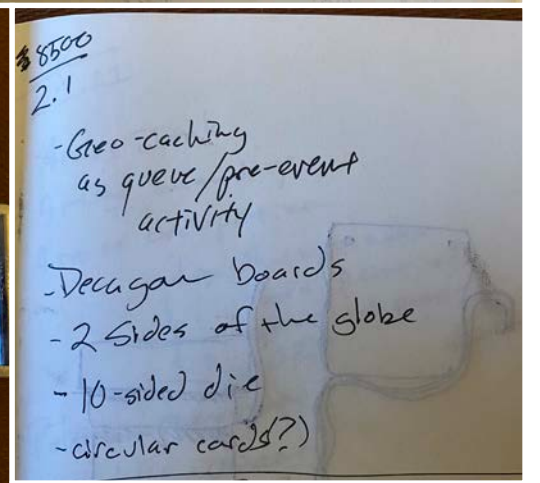
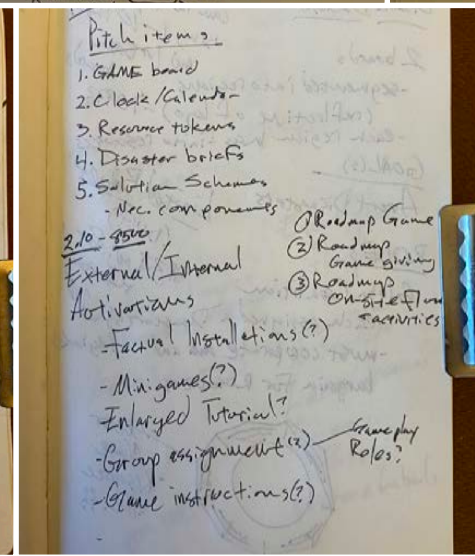
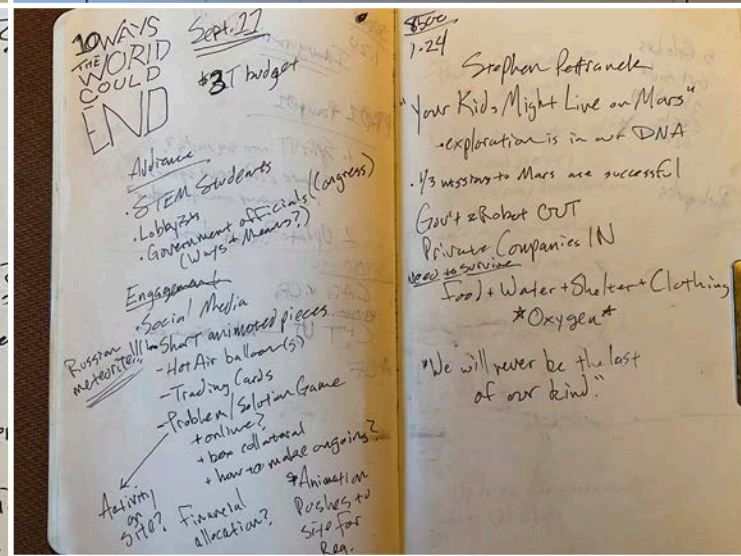
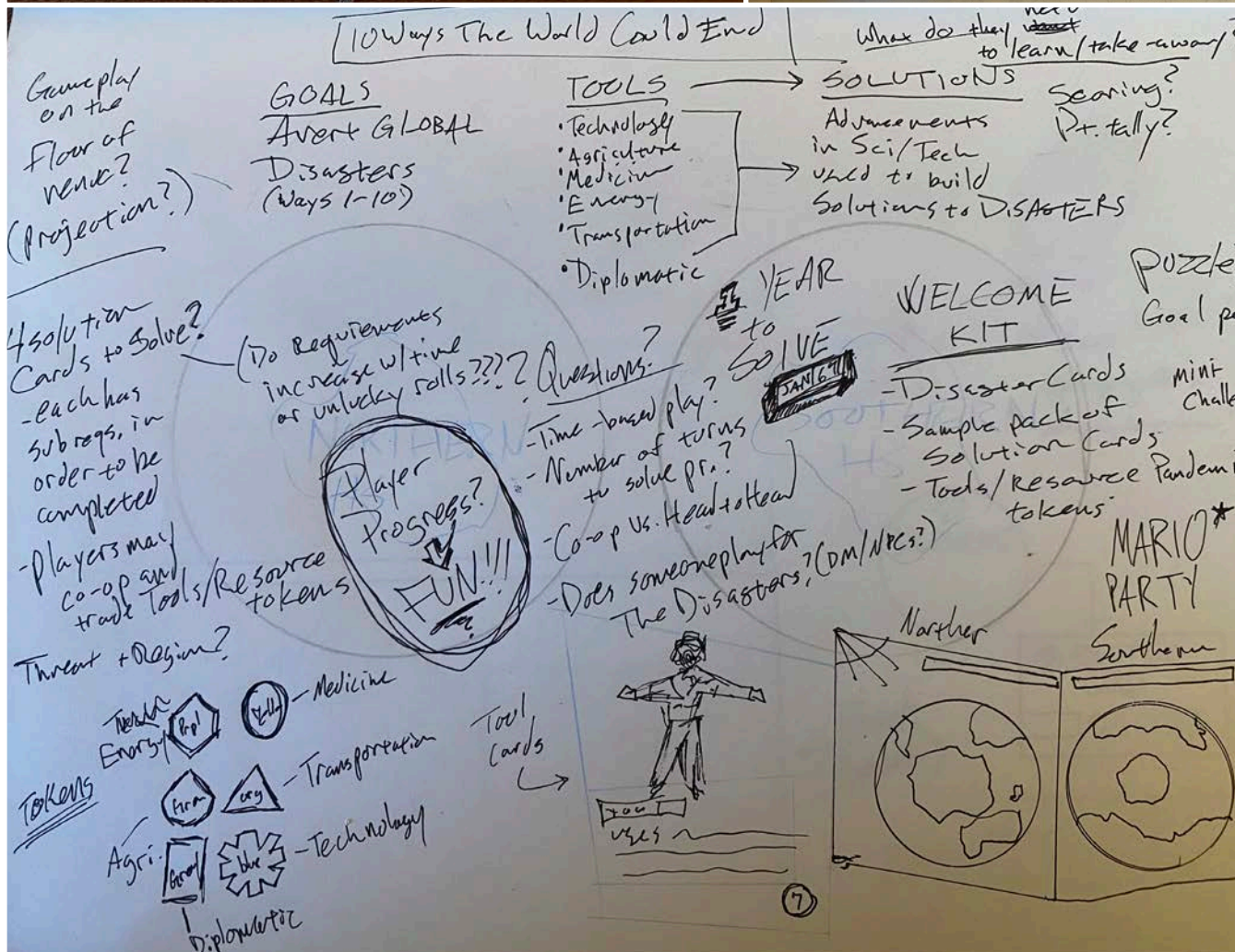
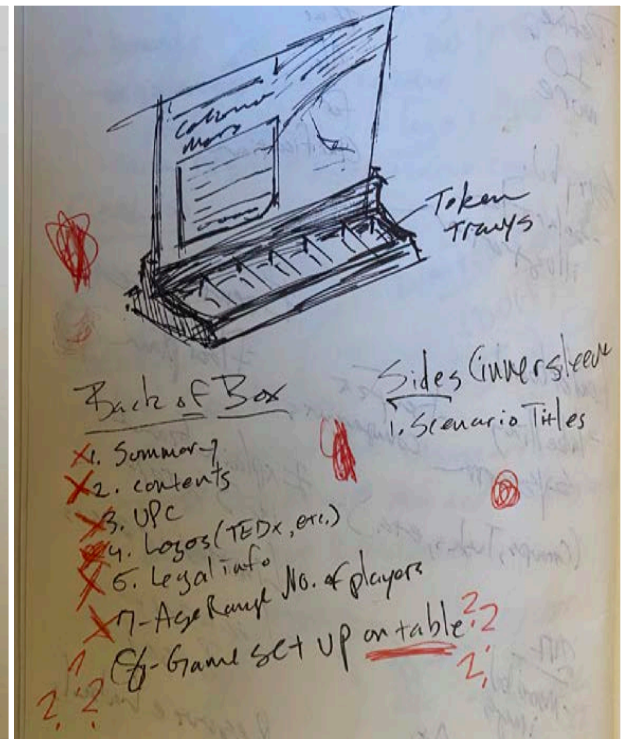
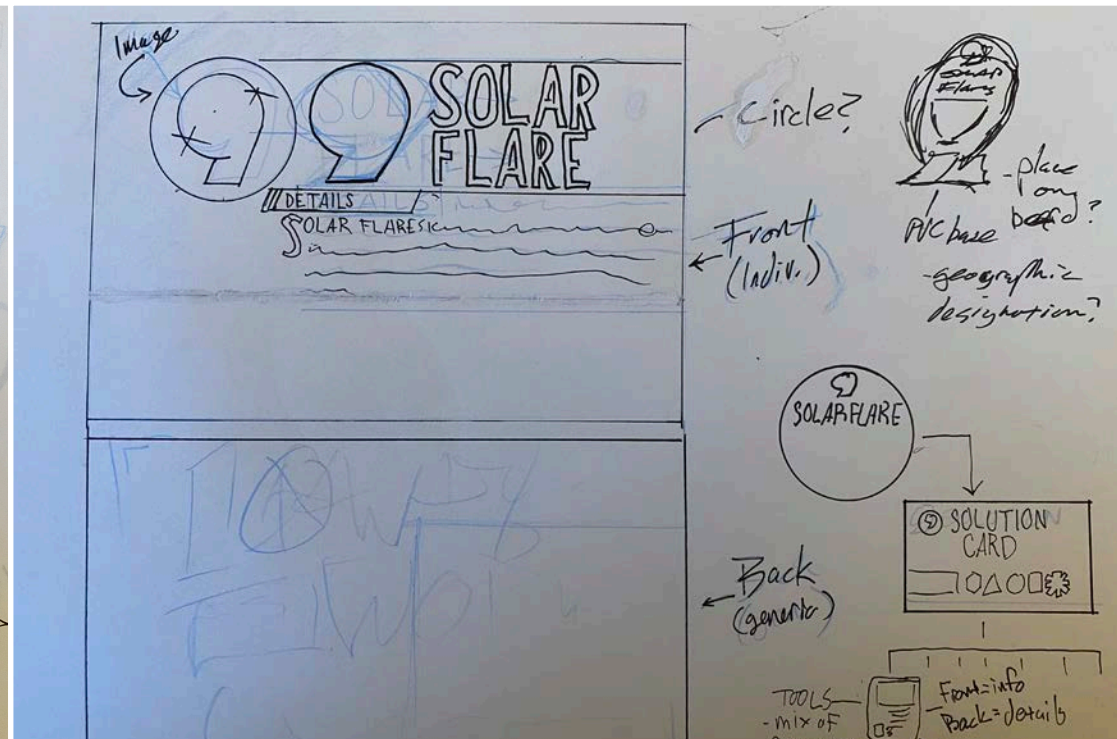
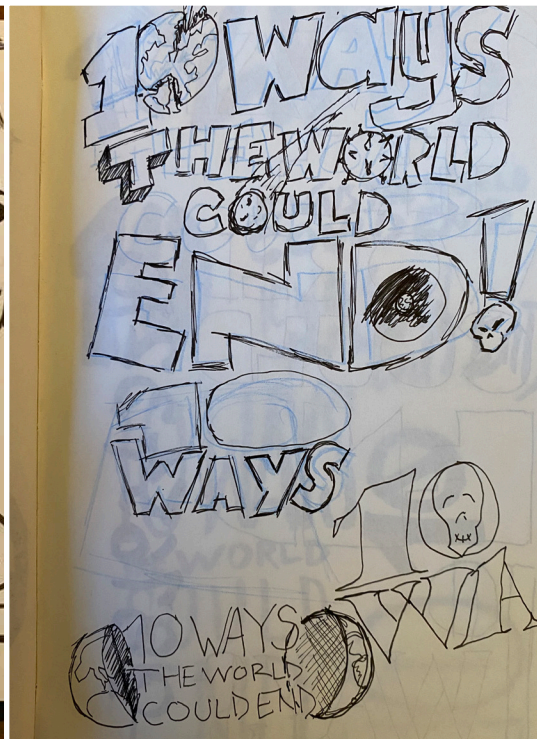
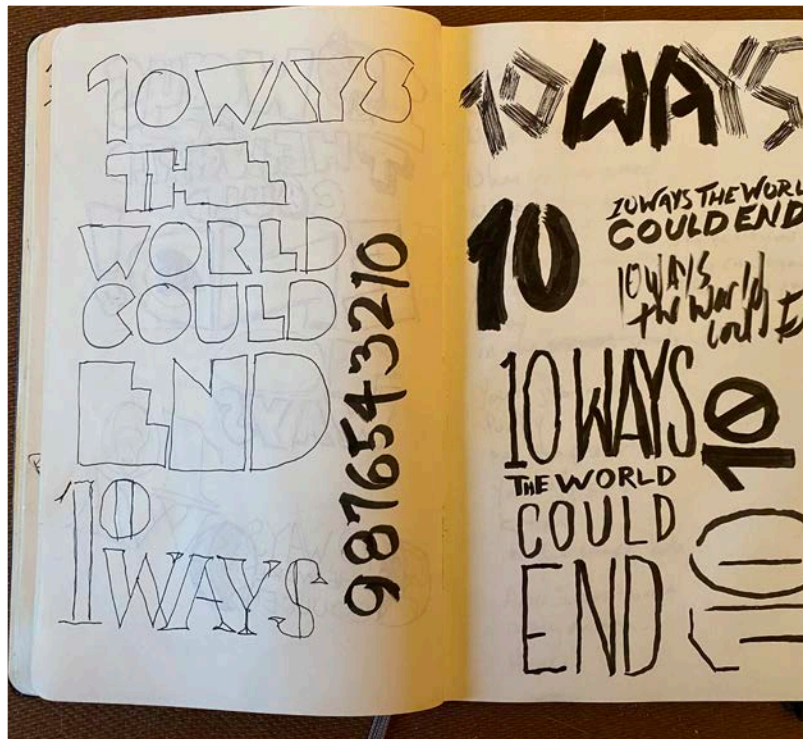
GET THE EXPANSION!

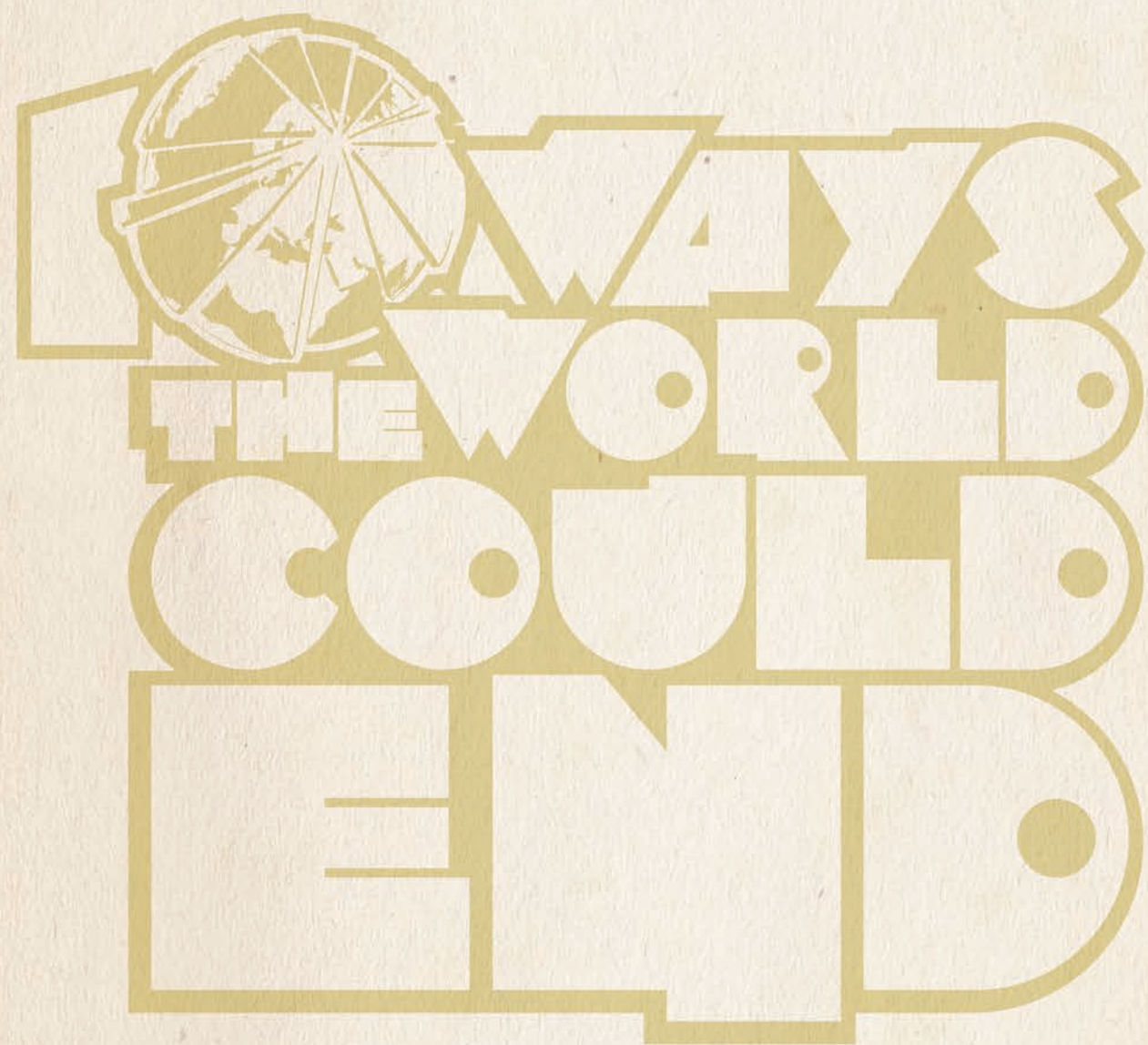


PROCESS

PROCESS

Notes & Sketches





THANK YOU.
