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A COLLABORATION

TED + SUPER INTERESSANTE

THE CLUES TO A GREAT STORY

Who doesn't love a good story? A well-told tale will grip us, excite us, engross us in a fictional world filled with compelling characters. This is no accident. The greatest stories, from children's nursery rhymes to major blockbuster movies, are all the result of painstaking planning and design. In his TED Talk, Pixar writer and director Andrew Stanton ("Toy Story," "WALL-E"), explains his golden rules for telling a great story. — *Karin Hueck and Rafael Quick*

1

MAKE ME CARE
A story needs to draw the sympathy of the audience. At the outset, the Ugly Duckling is rejected by his siblings, and Dorothy is separated from her family in "The Wizard of Oz."

2

TAKE ME WITH YOU
At the heart of a story is a promise — a journey, a mystery, a problem — that entices the audience and makes the story worth listening to. So the Ugly Duckling decides to venture into the world alone, just as Frodo sets out on his quest in "The Lord of the Rings."

3

BE INTENTIONAL
Protagonists must have inner motivation, driving them toward an overarching goal that they are constantly striving to achieve. The Ugly Duckling is in search of his own identity, as well as acceptance from his peers, while in "Gladiator," Maximus wants revenge against those who killed his family.

4

LET ME LIKE YOU
The audience also must relate to and appreciate your characters to make them worthy of attention. Both the Ugly Duckling and Rocky endure trials and tribulations in pursuit of their goal; the audience can empathize.

5

DELIGHT ME
Charm and fascinate the audience. Make them forget themselves, if only for an instant. When the Ugly Duckling transforms into a beautiful swan and finds acceptance amongst his peers, that's a wonderful moment. When Luke Skywalker destroys the Death Star in "Star Wars," the audience experiences real catharsis.

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