

AI CHALLENGE

POSTER INSTRUCTIONS

DIN-A1

↔ 594 mm

↑↓ 841 mm

594 mm

841 mm



For your content

AI in STEM Challenge is supported by
amazon
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engineer

AI in STEM Challenge is a project by
SCIENCE ON STAGE
TOGETHER
Together for STEM Education

AI CHALLENGE

POSTER TEMPLATE: BASICS

DIN-A1

↔ 594 mm

↕ 841 mm

We provide you with a **PowerPoint template** for your poster. If you do not use PowerPoint, we also provide the poster headers as JPG in 300 dpi (RGB colour mode).

If you—after finishing your design—save the poster as a PDF file for printing, make sure that you don't use compression. Compression makes the files smaller but reduces the quality of your images and might also alter the colours.

1

Please add your name, the name of your school, the city and country

2

Add the title of your project

Less is more: Give a short and interesting overview of your project.

Further details and deeper knowledge can be given in **personal talks or in handouts.**

We recommend: short and easy to read texts that generate attention.

Create eyecatchers and structure your content in a way that important things immediately catch the visitor's eye and less important things step back a little bit.

1

Max Ex. Sample | School | City | Country Aptos Display Bold 36 pt

2

Project Aptos Display Bold 90 pt

Subtitle if necessary Aptos Display Bold 48 pt



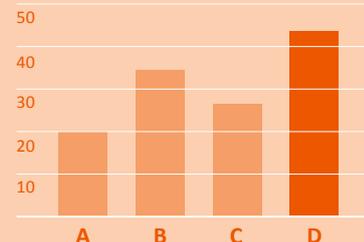
This is the project description. The text is set in 40 points. This might seem large but you have to consider, that the distance between the reader and the poster might be quite big, so a large typeface is essential for readability. Also you should not overestimate the average reading time of a poster.

For further information you can add a QR-Code linking to your website, a video or other material.

A clear structure also helps the reader to quickly understand, what your poster is about so highlighting facts with a bold typeface and colour might be useful.



Graphic titel lorem ipsum dolor sit



This is only an example on how to structure your poster design. Stick to your guiding theme's colour scheme and use a clear division of space.

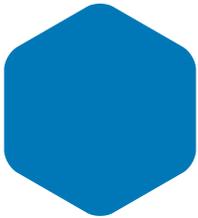
Conclusion: At the end of the poster you might place a conclusive sentence which in this case runs over 4 lines and is set in Aptos, 60 points.

AI CHALLENGE

POSTER TEMPLATE: COLOURS

Not too colourful, not too boring: Please stick to the colours of Science on Stage and the colours of the AI challenge. Additional colours may be added for context, but they should never dominate the basic colours.

COLOURS/BASIC



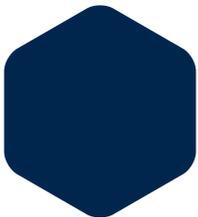
AI Blue

CMYK	90	40	5	0
RGB	0	120	183	
HEX #	0078b7			



AI Green

CMYK	30	0	100	0
RGB	191	209	0	
HEX #	bfd100			



Science on Stage Blue

CMYK	100	70	10	60
Pantone	281			
RGB	5	40	80	
HEX #	052850			



Science on Stage Yellow

CMYK	0	30	100	0
Pantone	1235			
RGB	250	187	20	
HEX #	fabb14			

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POSTER TEMPLATE: USEFUL INFORMATION

TYPOGRAPHY

Comic Sans
Can you read me?



- ✗ too many different fonts
- ✗ "funky" fonts or fonts that are badly readable
- ✗ Colour or effects that affect readability

Aptos Bold
Aptos Regular



- ✓ Aptos or Arial
- ✓ at least 70pt text size for headlines
- ✓ at least 36pt, better 40pt for copy text

Feel free to be creative with your poster design. We just kindly ask you to use the font **Aptos** for copy text and **Aptos Display** for headlines. Aptos is the new Microsoft Office default font replacing Calibri. We did choose it for readability and to make the posters look more consistent.

Think big: People tend to read the texts on your poster from quite a big distance. So don't use a font size that is too small and don't use too much text. For the headlines we recommend a font size of at least 70 points, for copy text at least 36 points, better 40 points or more. In the PowerPoint-Template file we used recommended text sizes.

PHOTOS



- ✗ resolution: less than 300 dpi at 100% size
- ✗ enlarged or extrapolated images
- ✗ GIF-files



- ✓ resolution: 300 dpi or more at 100% size
- ✓ TIFF, JPG, PNG for photos
- ✓ for the experts: EPS, AI, PDF, SVG for diagrams, infographics, logos

To prevent the images from looking grainy or pixelated, they **should have a resolution of 300 dpi** at the actual size you want to print it. 200 dpi is the minimum resolution (taken into consideration, that posters are often viewed from a certain distance). Do not enlarge the images. You can't make a proper looking image of 20x30 cm at 300 dpi resolution out of an image with original size 20x30 cm at 72 dpi resolution.

Do not use the GIF file format. This format uses a high compression rate and reduces the image's colour range. A high resolution is especially important, if you have infographics, diagrams or images with text in it (if you don't use a freely scalable vector format).