

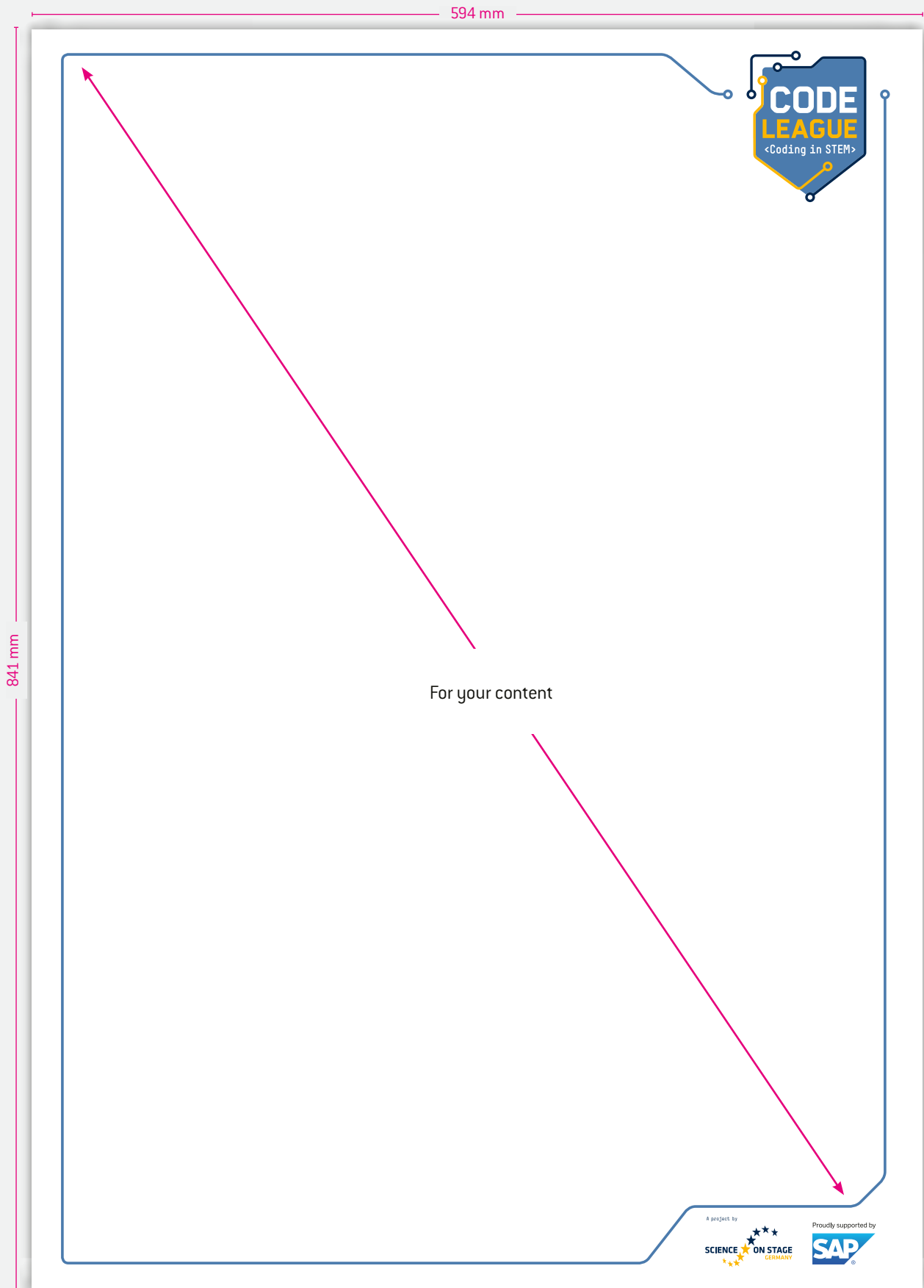
Poster for European Code League

DIN-A1

↔ 594 mm

↕ 841 mm

1



Template/files

A template for your poster is provided as a PowerPoint file. If you do not use PowerPoint, we also provide the poster header as JPG in 300 dpi (RGB colour mode) and PDF files (RGB and CMYK).

If you save the poster as a PDF file for printing, make sure that you don't use compression. Compression reduces the quality of your images!

1

Please add the name of your team, your school, the city and country (Calibri Bold, 40 pt).

2

Add the title of your project (Calibri Bold, 95 pt).

Less is more. A poster is not a book. Give a short and interesting overview on your project. Further details and deeper knowledge can be given in personal talks or in handouts. We recommend: short and gripping 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

Team name

School | City Country Calibri Bold 40pt

2

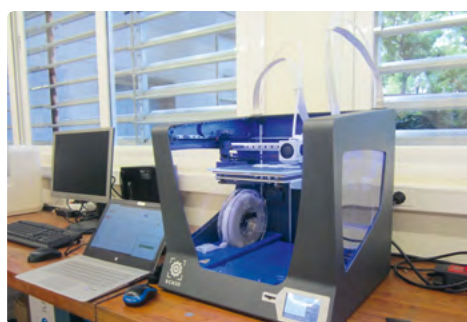
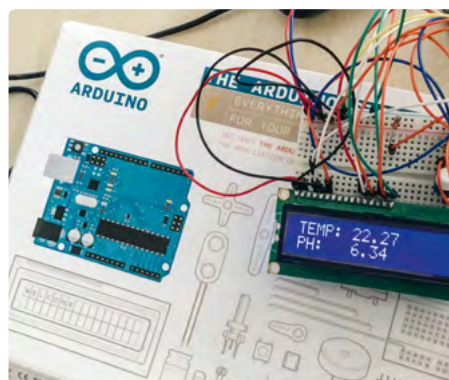
Project Title CalibriBold 95pt

Subtitle if necessary Calibri Bold 60 pt

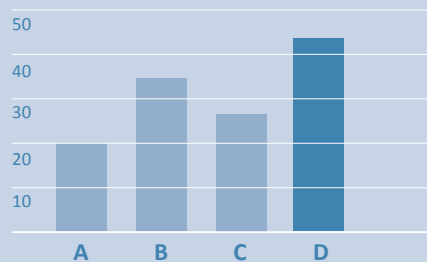


This is the project description. The text is set in 40 points. This might seem large but you have to consider, that the distance between the reader and the poster might be quite big, so a large typeface is essential for readability. Also you should not overestimate the average reading time of a poster.

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



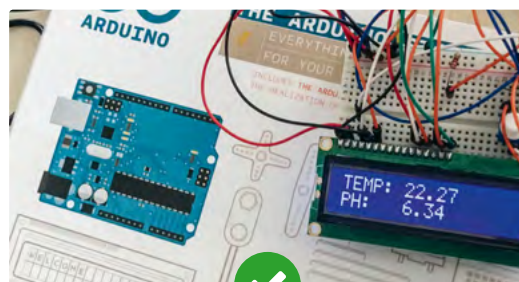
This is only an example on how to structure your poster design. This is the project description. The text is set in 40 points. This might seem large but you have to consider, that the distance between the reader and the poster might be quite big, so a large typeface is essential for readability. Also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

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

Photos



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



- ✓ resolution: 300 dpi or more at 100% size
- ✓ TIFF, JPG, PNG for photos
- ✓ for the experts: EPS, AI, PDF or other vector files 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 20×30 cm at 300 dpi resolution out of an image with original size 20×30 cm at 72 dpi resolution.

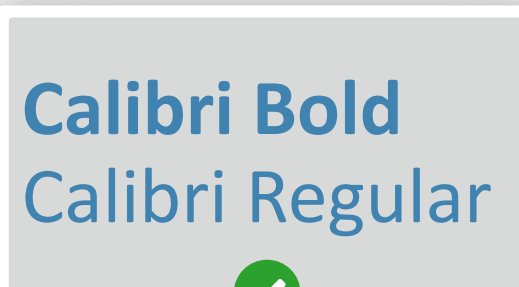
Do not use the GIF file format. This format uses a high compression rate and reduces the image's colour range.

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).

Typography



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



- ✓ Calibri 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 **Calibri** (or Arial if Calibri is not available) for your texts. We did choose them for readability and to make the posters look a little bit 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.


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Colours



C	70	M	40	Y	5	K	10
R	76	G	123	B	173		



C	100	M	70	Y	10	K	60
R	0	G	38	B	78		



C	0	M	30	Y	100	K	0
R	251	G	182	B	0		

Not too colourful, not too boring: Try to use just a few matching colours.