

Some advice and guidelines for the posters

We're very grateful to you for accepting the challenge of preparing a poster for our event on 26–27 November.

To ensure a consistent look across all posters, a few key guidelines should be followed.

Your poster should include:

- a title
- a subtitle (baseline)
- 4 sections

We ask that you print your poster in A0 format and also send us the Word file in advance of the workshop.

General Layout Guidelines

- Plan balanced visual blocks (each section should take up a similar space);
- Use short sentences;
- Highlight 3–4 keywords per section in a larger font size;
- Favour visual elements over large blocks of text;
- Use a minimum font size of 28pt.

Each section should present information in a simple, concise and visual way, with limited text to ensure good visibility and allow for quick “at-a-glance” reading.

The posters should be self-explanatory (they will be shared publicly on our dedicated event webpage after the event), but you will also have a dedicated time to present them in person — so you don't need to write everything down.

You may include logos, either in the header or footer of the poster.

Example Structure for the 4 Sections *(with recommended text length)*

1. **What is it about? (Presentation of the subject)**

Goal: Describe the initiative/tool/experiment in simple terms

Recommended length: 350–400 characters

Visual tip: Grab attention with a keyword; use an icon or diagram to anchor the idea

2. **What need does it meet? (Justification)**

Goal: Explain the initial challenge or problem that justifies the action or tool

Recommended length: 450–500 characters

3. **For whom and when? (Target and context)**

Goal: Specify the target audience and indicate the timeframe

Recommended length: 300–350 characters

4. **What impact? (Results and added value)**

Goal: Highlight how this initiative brought about change or created added value

Recommended length: 350–400 characters

Below is an example of one poster currently being prepared by the team at FEI.

Le fil plurilingue

Un site internet au service des acteurs de
l'enseignement bi-plurilingue, *du et en français*,
dans le monde



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