

EXHIBITION
ON MEDIA LITERACY

**FAKE
LESSS**

Printing guide

1a. Intro poster



Dimensions:

Height 100cm

Width 100 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

1. Intro poster 2



Dimensions:

Height 100cm

Width 100 cm

Bleeds:

5 mm each side

How to print:

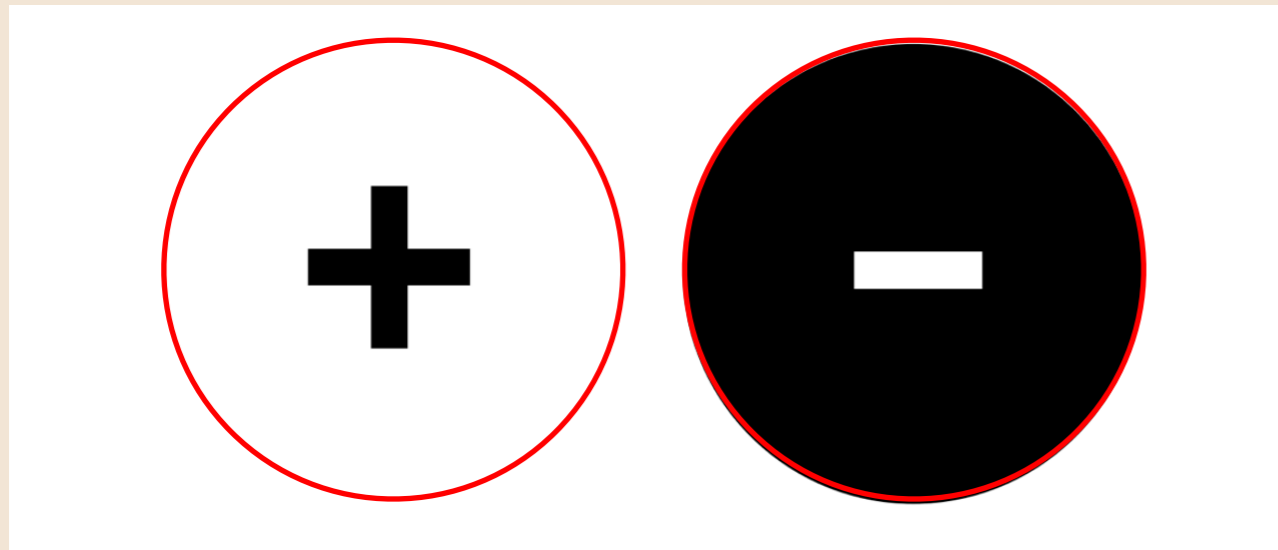
Black and white print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

2. Stickers



"The 'cut' layer indicates the cutting contour, which should not be printed.

Dimensions:

Height 5 cm

Width 5 cm

How to print:

Black and white print

Paper thickness 120 g/m²

Matte lamination

Sticker paper

Quantity:

You have to print each design "+" and "-" sticker the same quantity.

Calculate quantity according to the formula:

$$N * 4$$

N is the expected amount of visitors

Explication



Dimensions:

A5

Height 14,8 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 300 g/m²

or print on foamcore instead of paper

Matte lamination

Quantity: 1 each design

1 — BOOST



FIRST BOOST



IN 2006, AN INTERFACE DESIGNER AZA RASKIN CREATED THE CONCEPT OF THE INFINITE SCROLL. IT ALLOWS YOU TO SCROLL YOUR FEED ENDLESSLY. IT BECAME ONE OF THE MOST POWERFUL TOOLS TO KEEP YOU IN THE RABBIT HOLE OF SOCIAL MEDIA ADDICTION. HOW ADDICTED ARE YOU, AND WHAT IS YOUR ATTITUDE TO TECHNOLOGY? GET THE FIRST BOOST OF THE DISINFORMATION VACCINE!

HAVE YOU EVER REPOSTED AN ARTICLE WITHOUT READING IT FIRST?

Dimensions:

A1

Height 84,1 cm

Width 59,4 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

3. Tablets for games*

Ideally, we recommend opening the digital games on tablets like iPad or Android-based Tablets (please refer to the "Set up" guide to learn more about how to present the games on the digital tablet).

If your exhibition doesn't have tablets or you cannot rent them, you can print out the posters with a QR code that sends guests to the game, and therefore, the exhibition visitors will play it on their devices (most probably cell phones).

*** optional**

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

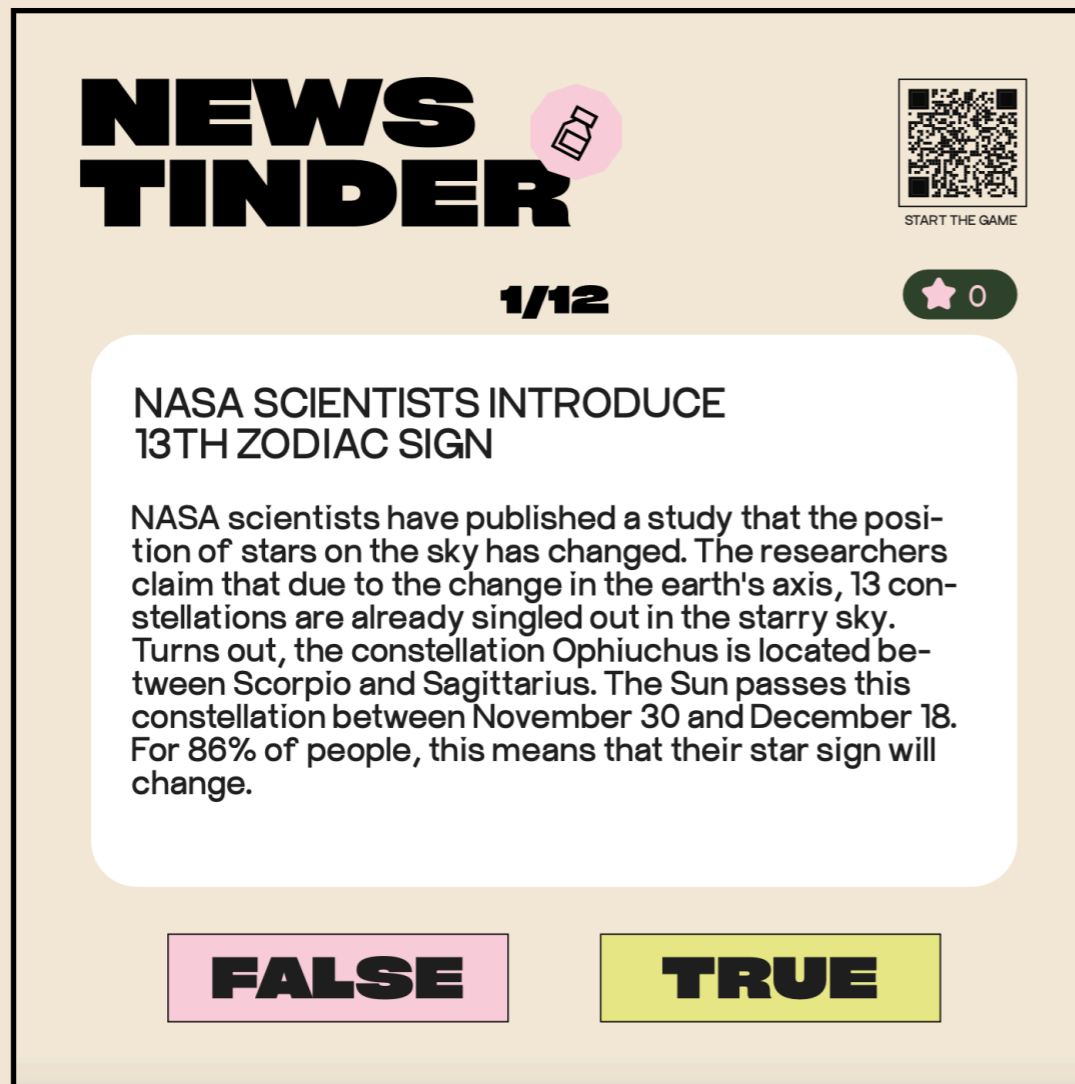
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

2 — BOOST



SECOND BOOST

HAVE YOU SEEN YOUNG ROBERT DE NIRO IN "THE IRISHMAN"? TO MAKE AN ACTOR YOUNGER, THE DIRECTOR MARTIN SCORSESE USED DEEPPAKE TECHNOLOGY. IT IS WIDELY USED TODAY IN THE ENTERTAINMENT INDUSTRY BUT IS ALSO A PROPAGANDA TOOL. THE FIRST DEEPPAKES WERE EASY TO IDENTIFY, BUT CAN YOU DETECT THEM NOW? WHAT DO YOU KNOW ABOUT DIGITAL SECURITY? ARE YOU PROTECTED ENOUGH? PLAY AND GET THE SECOND BOOST AGAINST DISINFORMATION.

DO YOU FEEL SOMETIMES SAD AFTER SCROLLING SOCIAL MEDIA?

Dimensions:

A1

Height 84,1 cm

Width 59,4 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

HOW OUR BRAIN REACTS TO MISINFORMATION

EVERY DAY WE RECEIVE TONS OF INFORMATION FROM VARIOUS SOURCES, MUCH OF WHICH IS INCORRECT AND MANIPULATIVE. WHY DO WE EASILY BELIEVE FAKE NEWS AND REJECT FACTS CONTRADICTING OUR BELIEFS? IS IT POSSIBLE TO AVOID THE TRAPS OF MANIPULATION AND MAKE A RATIONAL DECISION?

TO EVALUATE THE TRUTHFULNESS OF INFORMATION, IT IS NECESSARY TO MAKE AN EFFORT TO VERIFY IT IN RELIABLE SOURCES, ANALYZE HOW MUCH IT CONTRADICTS OUR WORLDVIEW, AND ENSURE THAT WE HAVE AVOIDED FALLING INTO THE TRAP OF NUMEROUS COGNITIVE BIASES. LET'S LOOK AT THE CRITICAL BRAIN STRUCTURES IN PROCESSING INFORMATION FROM NEWS FEEDS.



Dimensions:

Height 84cm

Width 132cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

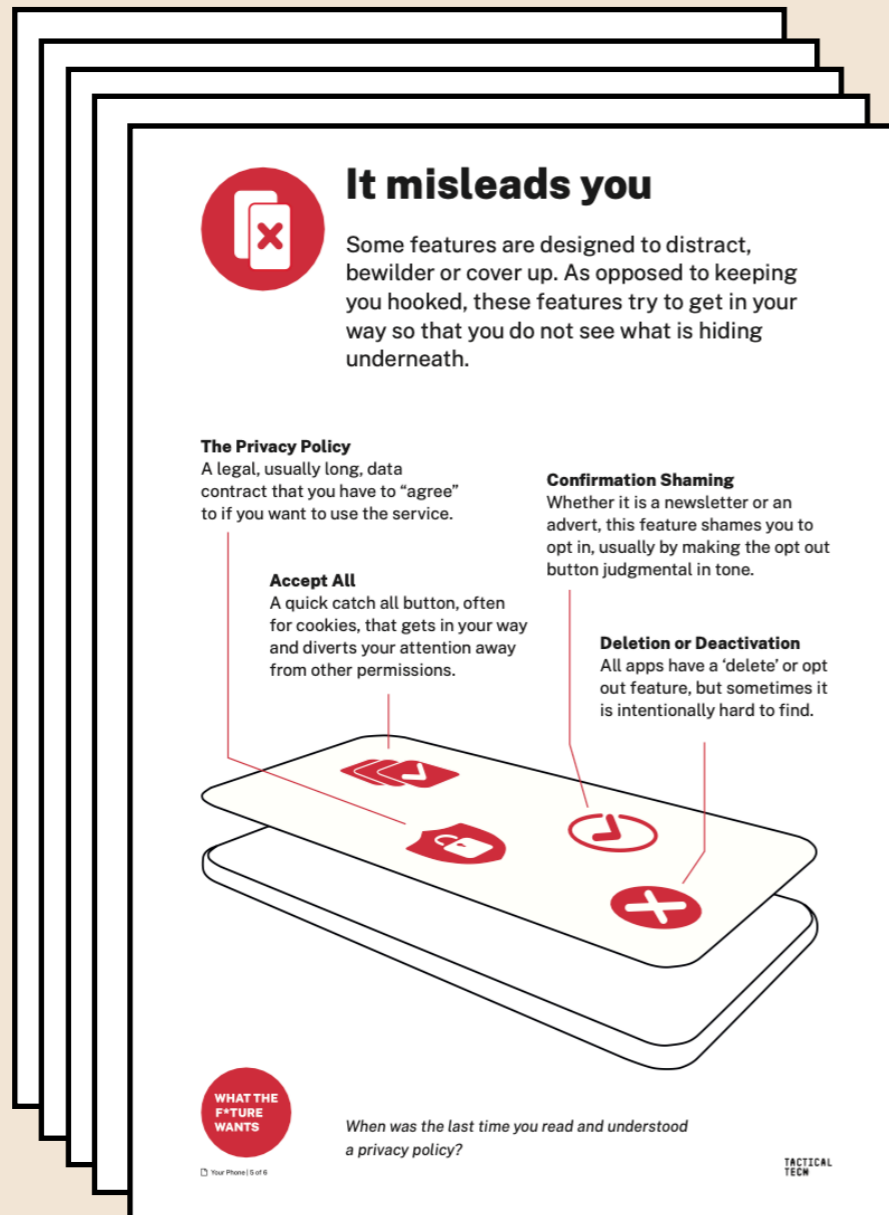
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters (Tactical Tech)



Dimensions:

A2

Height 59,4 cm

Width 42 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1 of each of the posters

3 — BOOST



THIRD BOOST



THE WASHINGTON POST PUBLISHES ABOUT 1200 NEWS PIECES PER DAY. THIS IS JUST ONE NEWSROOM IN THE US. IMAGINE HOW MUCH INFORMATION WE READ, HEAR AND WATCH EVERY DAY. IS EVERYTHING WE SEE TRUE? CAN WE IDENTIFY FAKE NEWS IN THE CONSTANT INFORMATION FLOW? THE THIRD BOOST WILL HELP YOU!

DO YOU ALWAYS GET YOUR NEWS FROM THE PROFESSIONAL NEWS OUTLETS?

Dimensions:

A1

Height 84,1 cm

Width 59,4 cm

Bleeds:

3 mm each side

How to print:

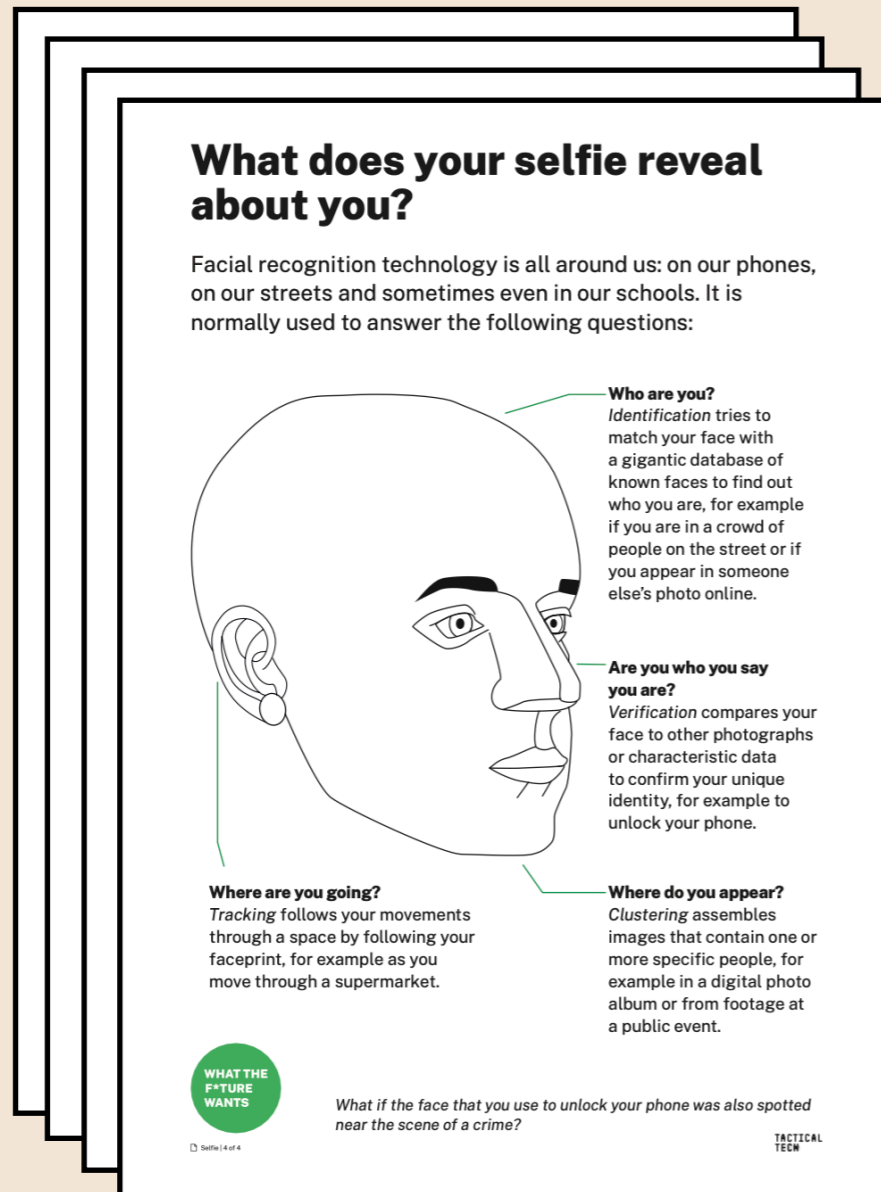
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters (Tactical Tech)



Dimensions:

A2

Height 59,4 cm

Width 42 cm

Bleeds:

3 mm each side

How to print:

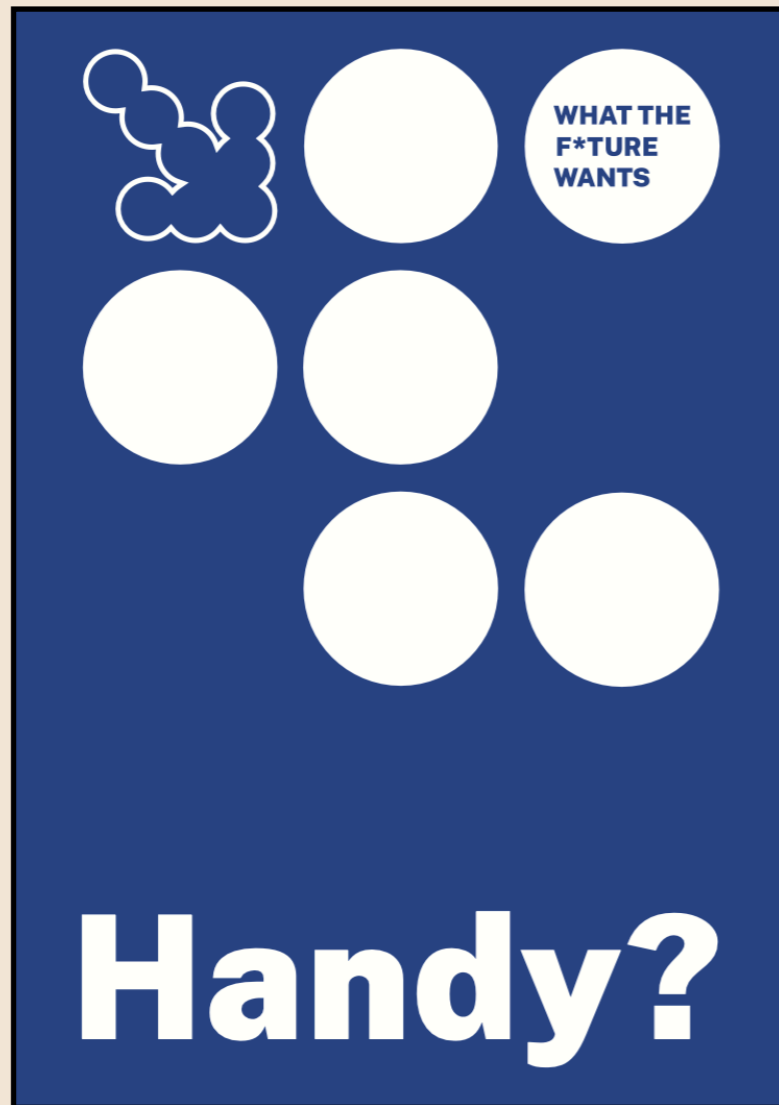
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1 of each of the posters

Posters (Tactical Tech)



Dimensions:

A2

Height 59,4 cm

Width 42 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

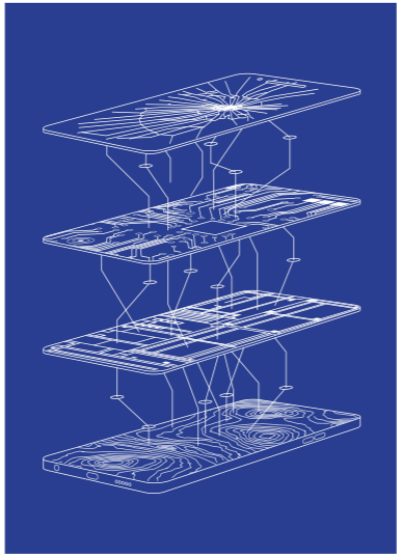
Matte lamination

Quantity:1

Posters (Tactical Tech)

How to ...
Use the **activity card** below to answer the questions.

Once you have finished, add your score to the scale to see how connected you are in relation to those around you.



TACTICAL
TECH

Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Handouts (Tactical Tech)

Front

I use my phone to ...

never / rarely sometimes often

0 1 2 **wake up**
as an alarm clock or morning radio

0 1 2 **feel safe**
to keep it close as you walk home at night or
in case of emergency

0 1 2 **stay healthy**
apps that support physical or mental health

0 1 2 **get around**
to plan a route or take public transport

0 1 2 **work**
to learn new skills, do homework or earn
money

0 1 2 **access public services**
to display identification or abide by laws

0 1 2 **plan ahead**
as a calendar or to check the weather

0 1 2 **record**
as a camera, video or voice recording

0 1 2 **communicate**
to stay in touch with friends and family,
meet new people and share content

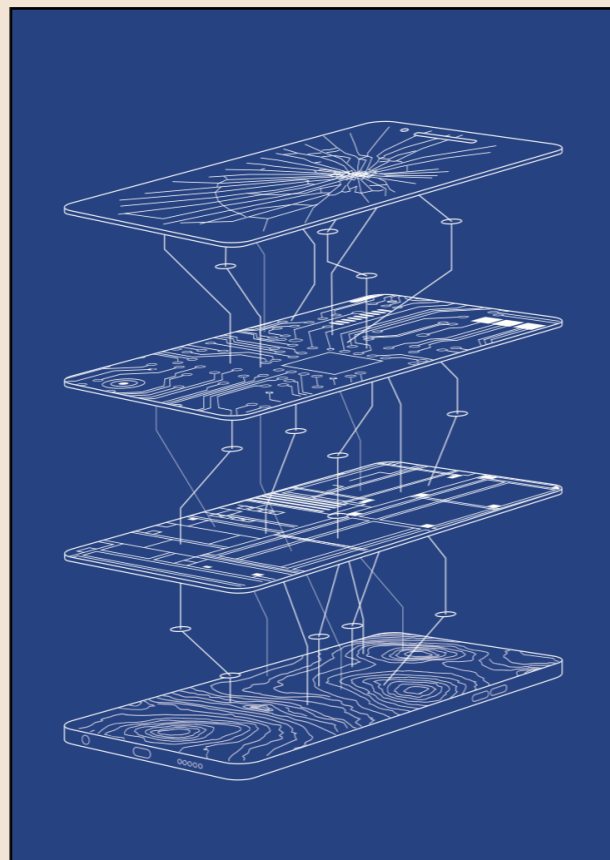
0 1 2 **have fun**
to play games, watch videos and listen to
music

Count up your score: _____ /20

Add your score to the 'How Connected Are You?' scale.

TACTICAL TECH

Back



Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 100 g/m²

Without lamination

Two-sided printing

Quantity: N

N is the expected
amount of visitors

Posters (Tactical Tech)



Dimensions:

A2

Height 59,4 cm

Width 42 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity:1

Posters (Tactical Tech)

How to ...

Imagine your phone as a character...

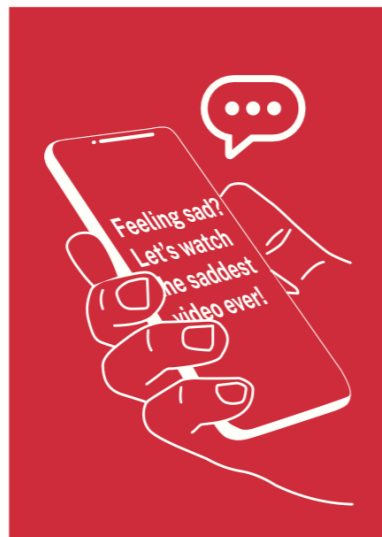
How does it behave?

What does it say to you?

Is it irritating or loving?

How does it make you feel?

Use this **activity card** to create your own sketch.
Add it to the wall or take it home.



TACTICAL
TECH

Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

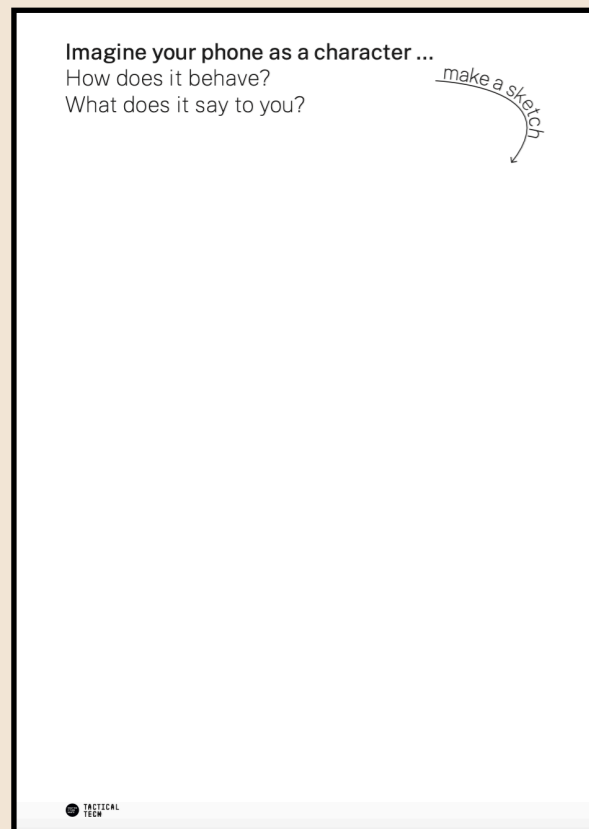
Paper thickness 250 g/m²

Matte lamination

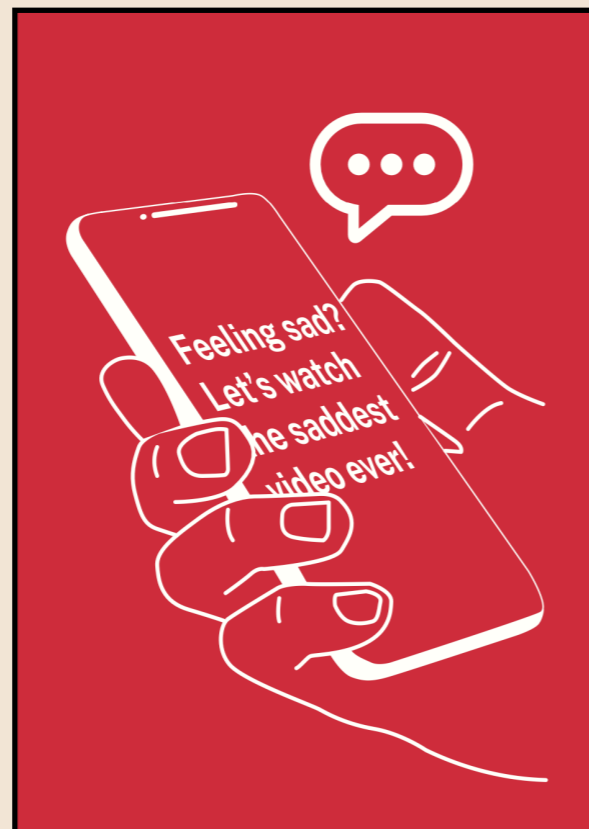
Quantity: 1

Handouts (Tactical Tech)

Front



Back



Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 100 g/m²

Without lamination

Two-sided printing

Quantity: N

N is the expected
amount of visitors

Posters (Tactical Tech)



Dimensions:

A2

Height 59,4 cm

Width 42 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

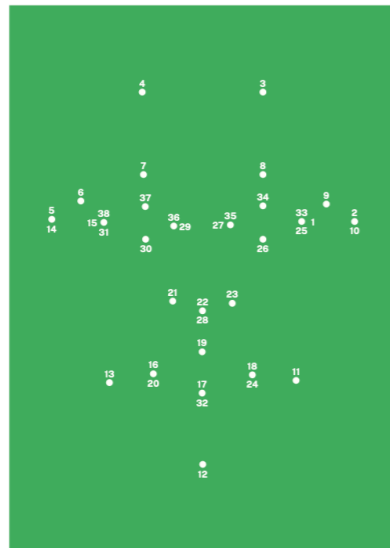
Matte lamination

Quantity:1

Posters (Tactical Tech)

How to ...

Answer the four questions on the **activity card** to discover more about the ways that biometric technologies are used. Join up the dots on the front of the card to reveal the faceprint.



TACTICAL
TECH

Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1


Handouts (Tactical Tech)

Front

Back

There are multiple right answers for the questions:

1 Which of these people are real (not computer generated)?
The 'fake' images have been created by artificial intelligence software as part the project thispersondoesnotexist.com.



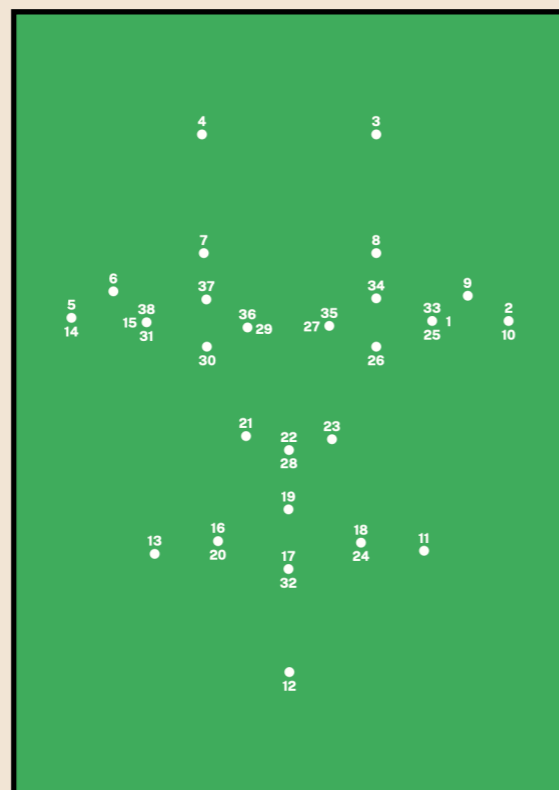
2 Which of the following headlines are true?

3 Which biometric technologies are already in development or in use?

4 Which activities can lower a citizen's social credit score in China?

China's social credit score system rewards or punishes citizens based on their "good" or "bad" behaviour.

Answers: 1: B & C; 2: all of them; 3: A, B & D; 4: A, C & D.



Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 100 g/m²

Without lamination

Two-sided printing

Quantity: N

N is the expected amount of visitors


IMMUNE



IMMUNE

IN 1960, RICHARD NIXON AND J.F. KENNEDY HELD FAMOUS ELECTION DEBATES, ONE OF THE FIRST POLITICAL DISCUSSIONS SHOWN ON TV. KENNEDY WAS YOUNG AND ACTIVE, UNLIKE GRIM NIXON, WHO FELT UNCOMFORTABLE IN FRONT OF THE CAMERAS. THAT WAS A HUGE POLITICAL BOOST FOR KENNEDY AND ONE OF THE FACTORS IN HIS WIN. YOU WON'T HAVE A CAMERA TODAY, BUT YOU WILL TRY TO PROVE AN OPPONENT WRONG AND REMEMBER THE MEANING OF MEDIA CONCEPTS. MAKE YOURSELF TOTALLY IMMUNE!

DO YOU FEEL MORE EMPOWERED IN THE MEDIA WORLD AFTER THIS EXHIBITION?



Dimensions:

A1

Height 84,1 cm

Width 59,4 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

THE 10 CHARACTERS OF DISINFORMATION

DISINFORMATION HAS MANY FORMATS: WEBSITES, SCREENSHOTS, AUDIOS, VIDEOS, ETC.

AND BEHIND THEM THERE ARE ALWAYS PEOPLE WHO CREATE THEM, ALL WHO HAVE DIFFERENT INTENTIONS.

1. HATE GENERATORS



They create false messages to attack specific groups such as women, the LGBT+ community, migrants or minority groups. Their goal is to make hate go viral.

2. CONSPIRACISTS



They create theories with no scientific evidence or backed data. They are consumed and shared as real during situations of crisis or unrest.

3. IMITATORS



They imitate real news outlets or pretend to be journalists. They want you to visit their website, which is often full of adverts that provide them with money. Sometimes they also want their political message to go viral.

4. SCAMMER



They create false content by impersonating brands or taking advantage of a situation of crisis in order to obtain data or money with their scam.

5. THE POLITICIAN



Power comes with credibility, and some politicians take advantage of the trust they have gained to spread lies and try to reshape the public debate.

6. FAMILY



People usually trust their families and close friends, which makes them vulnerable to disinformation and contents with no evidence that are shared by these family members or friends.

7. THE FAKE INFILTRATOR



They claim to have real information on where somebody lives or works and ask you to trust them as they've got "insight" on the matter. They do so without evidence.

8. THE PRANKSTER



They create jokes, but some people don't get them and they share them as if they were real. The joke becomes a hoax.

9. THE CELEBRITY



Their notoriety gives them credibility, but they share disinformation or content with no evidence.

10. BOT

Someone who has been hired to manage false social media accounts to spread disinformation, as an attempt to influence the public discourse.

Source: Dean Elabration

Dimensions:

Height 84cm

Width 119 cm

Bleeds:

3 mm each side

How to print:

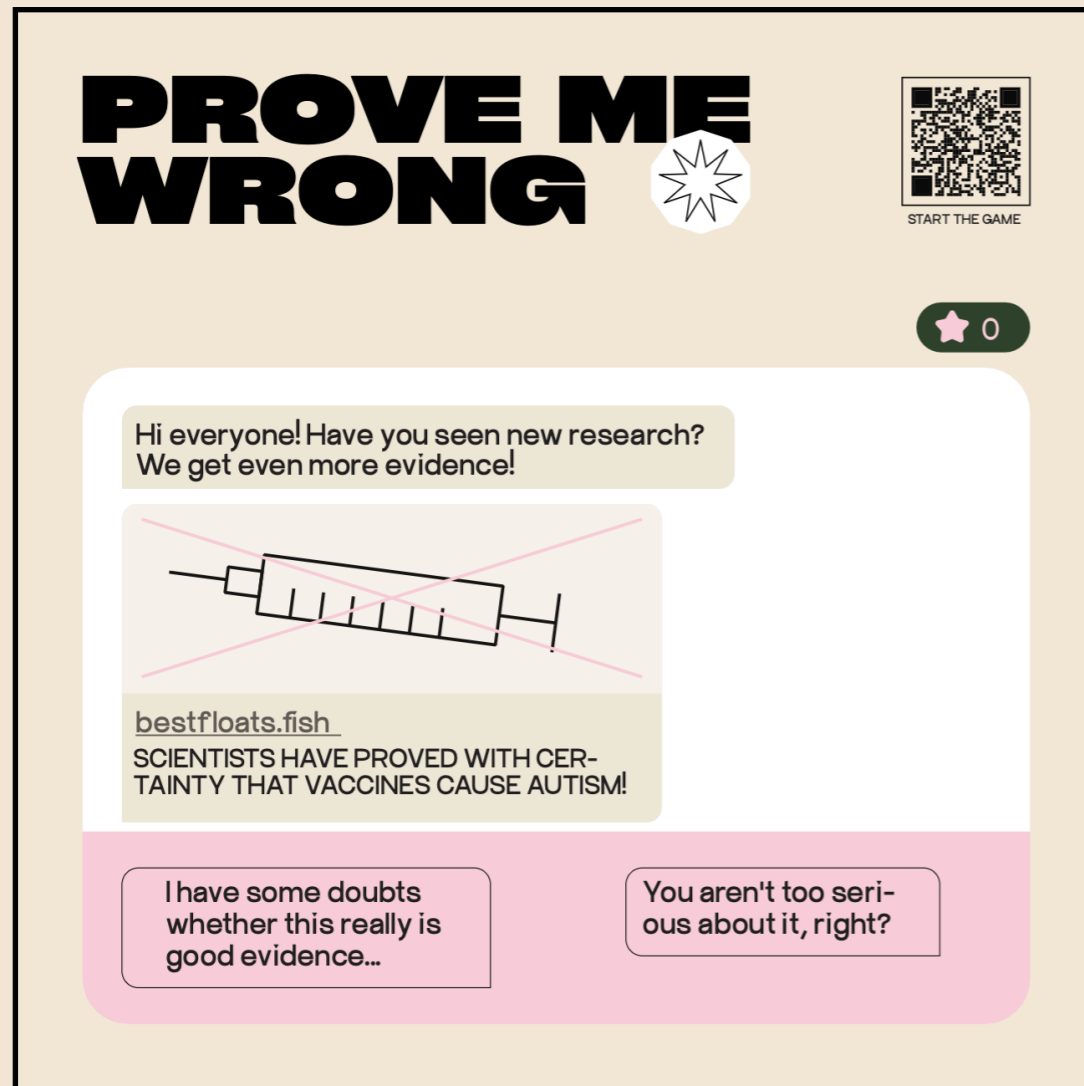
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

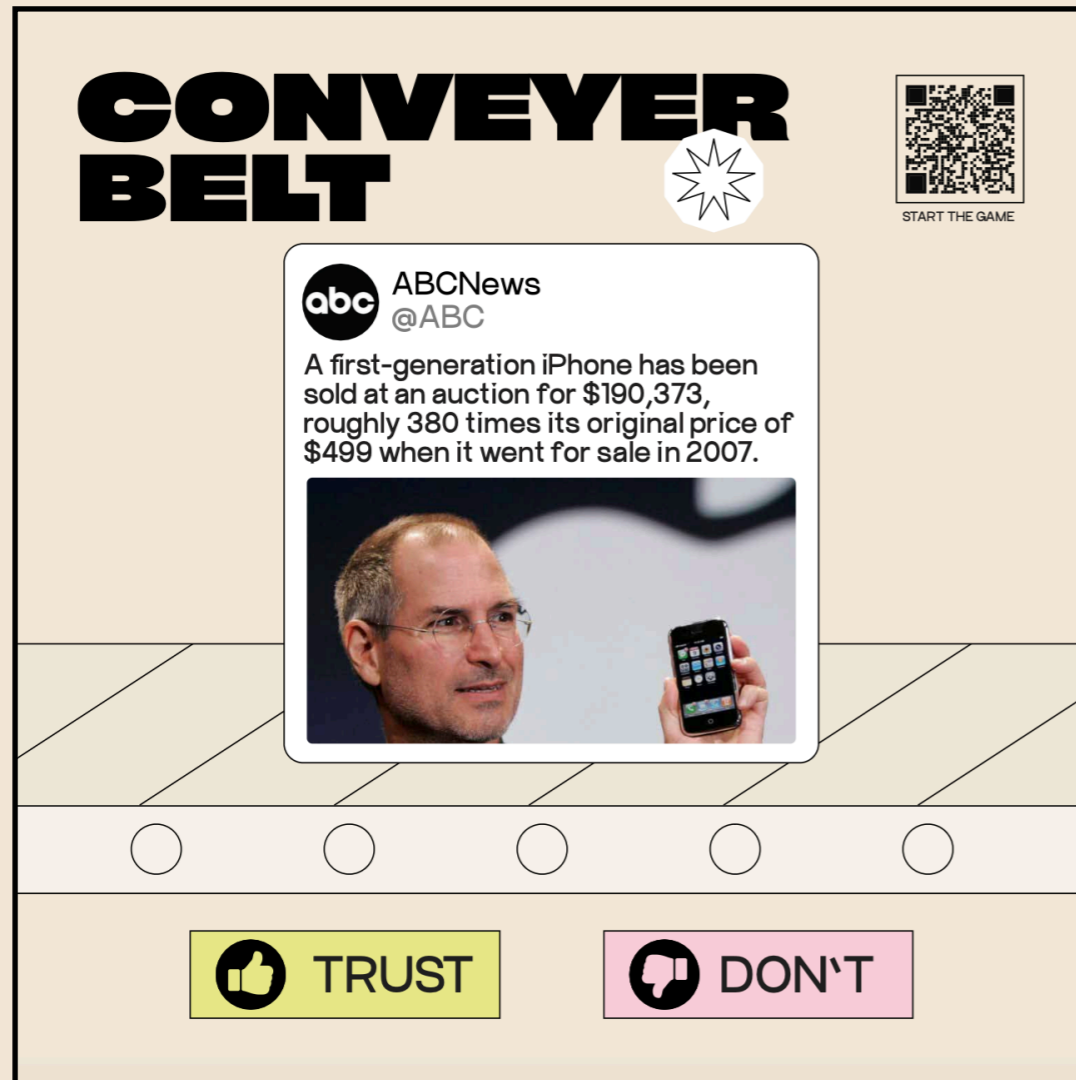
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Tablets for games



Dimensions:

Height 84cm

Width 84cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

SEE BEYOND THE HEADLINES

**SEE
BEYOND
THE HEAD-
LINES**



IN EVERYDAY LIFE, WE ARE OFTEN SURROUNDED BY FALSE AND MANIPULATIVE NEWS. READ OUR HEADLINES - AND CHECK WHETHER YOU CAN DISTINGUISH FAKES FROM TRUE INFORMATION. PUT A FILTER ON THE HEADLINES TO VERIFY YOUR GUESSES

Dimensions:

Height 42cm

Width 59,2cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(1)

CONSPIRACY THEORIES

ENEMY FROM ABOVE
We are ruled by enemies

The authorities have decided the number of retirees should decrease. The authorities of our country have developed a secret plan. The health insurance coverage of some retirees will be canceled. This information is carefully hidden from everyone.

THE ENEMY IS WITHIN
There are enemies in the community itself

Does your neighbor have a dog? Dog killers are raised in our city. We have learned from our classified sources that in our city, unknown individuals are raising dogs that will kill the townspeople on the streets. Be careful on the streets and at the entrances of apartment buildings.

THE ENEMY IS OUTSIDE
External enemies are stalking the community

Right now, a coalition of countries is being created that will drag our homeland into the war. Several countries that hate us for being successful and prosperous want to undermine our success. To do this, they will soon start a war against us.

ENEMY FROM BELOW
Ordinary people, workers, etc. are planning a riot

Be careful with street cleaners. We have learned that street cleaners are tired of their humiliating duties. They are planning an uprising to bring justice. This is reported by our sources, which we cannot name. Follow our website to be the first to know who will be affected by pogroms.

DEFINITION: IT GIVES SIMPLE ANSWERS TO COMPLEX AND CONFUSING QUESTIONS. IT ALWAYS REVOLVES AROUND SECRET KNOWLEDGE, WHICH IS SUPPOSEDLY CAREFULLY HIDDEN. THE SOURCES OF SUCH INFORMATION ARE ALWAYS ANONYMOUS. PEOPLE WHO DO NOT BELIEVE IN THESE THEORIES ARE ACCUSED OF BEING BLIND AND BRAIN-WASHED

BENEVOLENT CONSPIRACIES
Unknown good forces act secretly to do good

The crime problem will soon be solved. We are waiting for the new, higher forces to come to the Earth. They will punish all criminals, and after that, kindness and prosperity will reign in the whole world. Their appearance was not predicted by any of the existing religions.

Dimensions:

Height 55cm

Width 55cm

Bleeds:

3 mm each side

How to print:

Colourful print

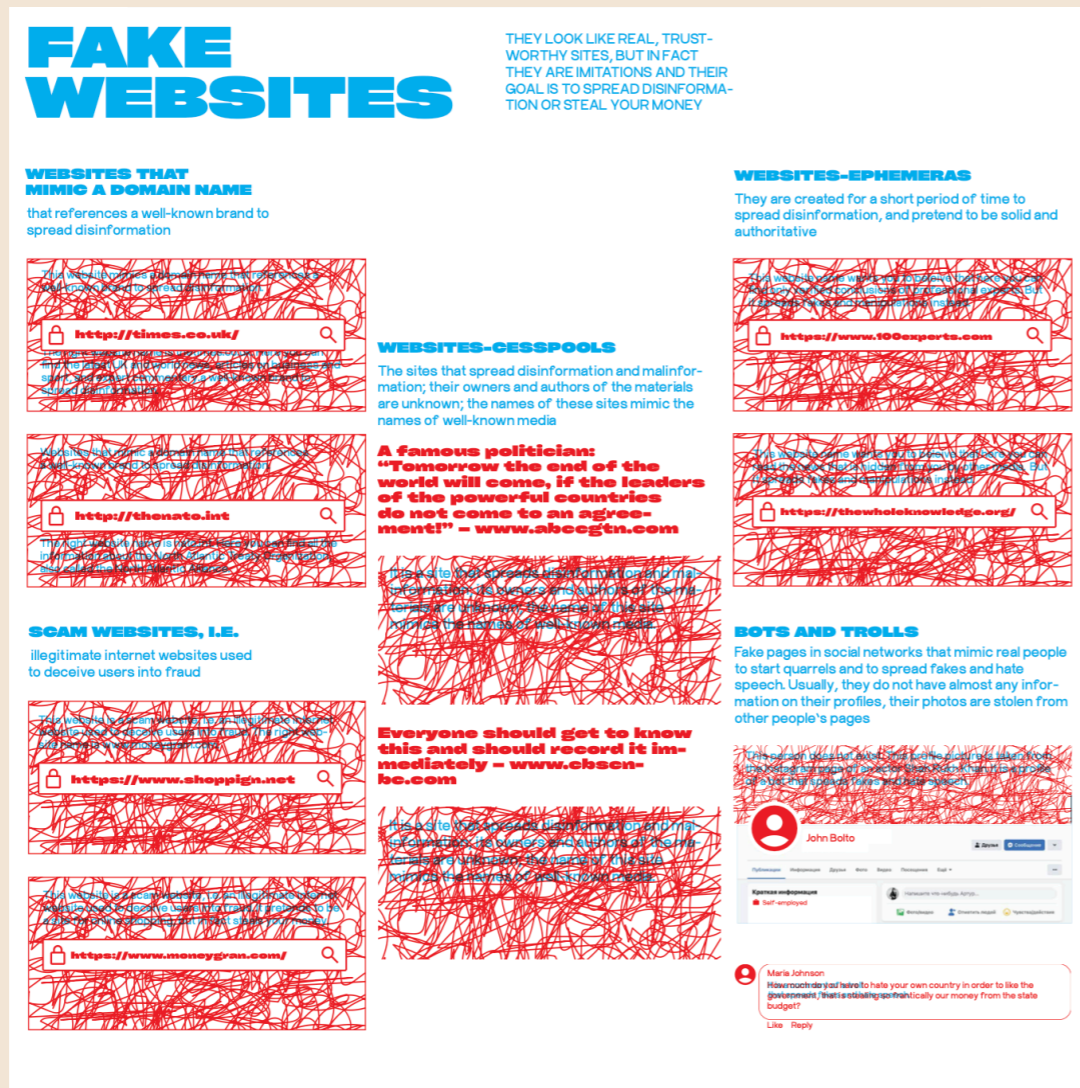
Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(2)



Dimensions:

Height 70cm

Width 70cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(3)

DISINFORMATION

FALSE INFORMATION SPREAD IN ORDER TO DECEIVE PEOPLE. (CAMBRIDGE DICTIONARY)

FAKE NEWS

Definition: false stories presented as news, spread on the internet or in media to influence political and other views, or as a joke

In 2023, Kemal Kılıçdaroğlu won the presidential election in Turkey.

BLACK PROPAGANDA

Definition: propaganda that does not come from the source it claims to come from (Collins English Dictionary); it makes an impression that it was created by those it is supposed to discredit

"We are thankful to the Labor Party for supporting terrorism and Islamic fundamentalism in Iran!" - the Islamic New Zealand Foundation

In Greece, the ruling conservative party "New Democracy" lost the elections in June 2023.

A newly-elected politician, Stephanio Samurtozo, claims that he uses drugs, and in his youth, he stole a chicken



Dimensions:

Height 40cm

Width 40cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(3)



Dimensions:

Height 40cm

Width 40cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(4)

MANIPULATIVE CONTENT

THE CONTENT PRODUCED TO MAKE SOMEONE DO SOMETHING TO YOUR OWN ADVANTAGE, OFTEN UNFAIRLY OR DISHONESTLY

CLICKBAIT

It is a headline that tempts the reader to click on the link to the story. But the name is used pejoratively to describe headlines that are sensationalized, turn out to be adverts, or are simply misleading

Find out which of you will die today

Find out which of you will die today. Find out which of you will die today. Find out which of you will die today.

These bad habits do not harm your health

These bad habits do not harm your health. These bad habits do not harm your health. These bad habits do not harm your health.

BIASED NEWS

One-sided news showing an unreasonable like or dislike for a person, thing, or event based on personal opinions

Experts explain why Donald Trump can win the presidential election in 2024

Experts explain why Donald Trump can win the presidential election in 2024. Experts explain why Donald Trump can win the presidential election in 2024.

VERY EMOTIONAL CONTENT

It will be cheaper for us to die

It will be cheaper for us to die. It will be cheaper for us to die. It will be cheaper for us to die.

Our future: famine, 10 years without the Sun, and the death of 5 billion people

Our future: famine, 10 years without the Sun, and the death of 5 billion people. Our future: famine, 10 years without the Sun, and the death of 5 billion people.

OPINIONS GIVEN AS FACTS

A forecast, an estimate, a guess, or a subjective preference of some person that is published not as a citation but as a proven fact

Global warming will end in 5 years

Global warming will end in 5 years. Global warming will end in 5 years. Global warming will end in 5 years.

The tourist flow to our country will double next year

The tourist flow to our country will double next year. The tourist flow to our country will double next year. The tourist flow to our country will double next year.

Dimensions:

Height 50cm

Width 50cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(5)



Dimensions:

Height 40cm

Width 40cm

Bleeds:

3 mm each side

How to print:

Colourful print

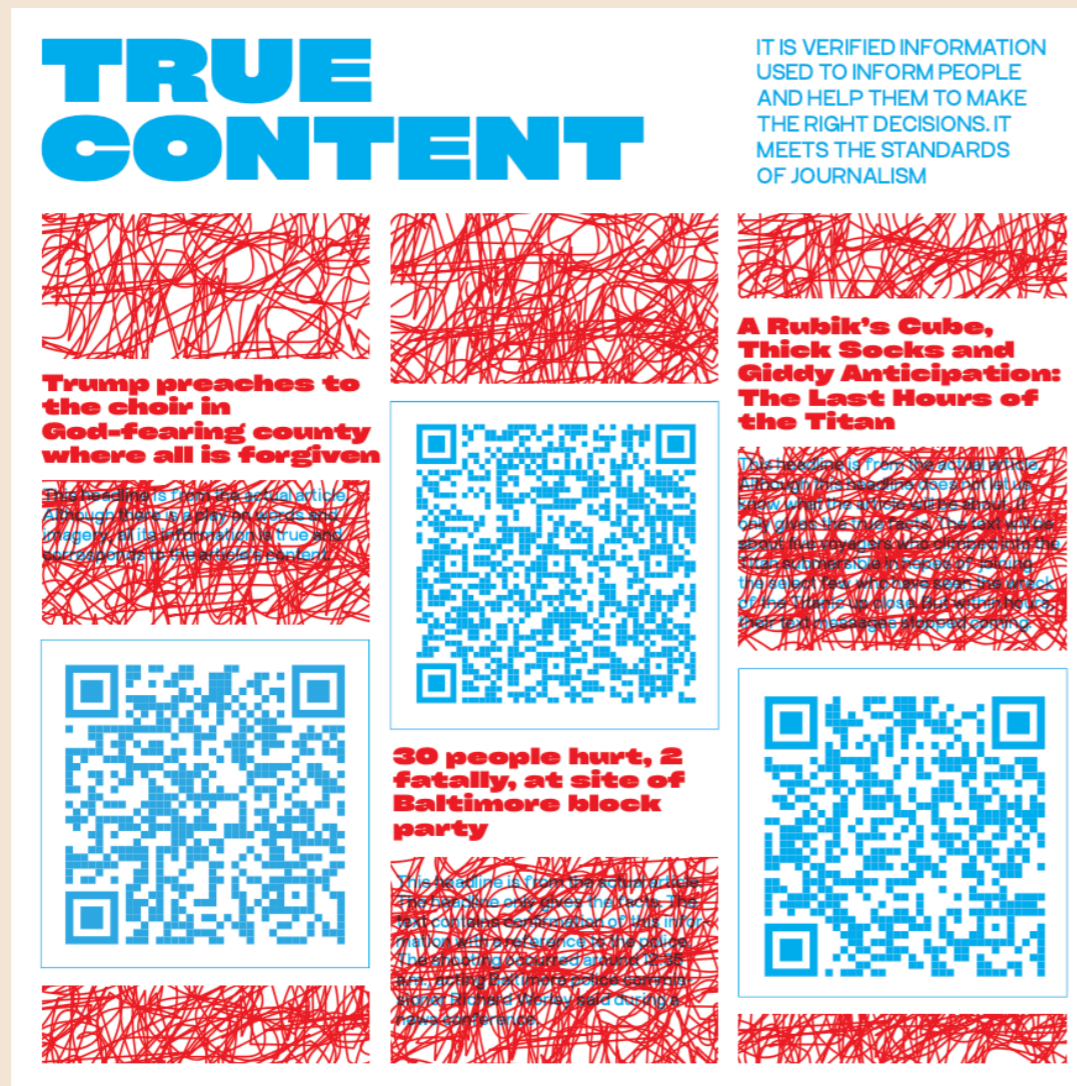
Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(6)



Dimensions:

Height 45cm

Width 45cm

Bleeds:

3 mm each side

How to print:

Colourful print

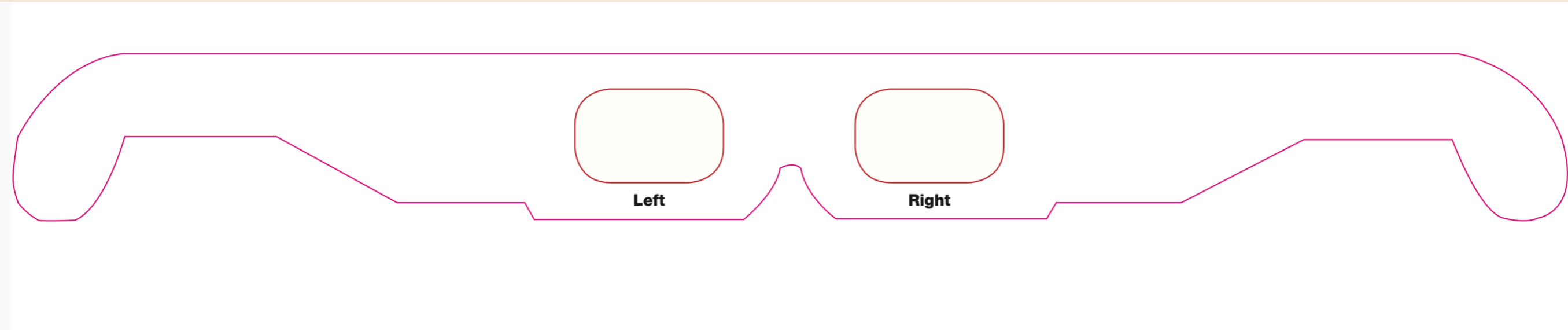
Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Glasses

(1)



The size of the sheet for printing glasses

Height 28 cm

Width 43 cm

How to print:

Colourful print

Paper thickness 300 g/m²

Matte lamination (optional)

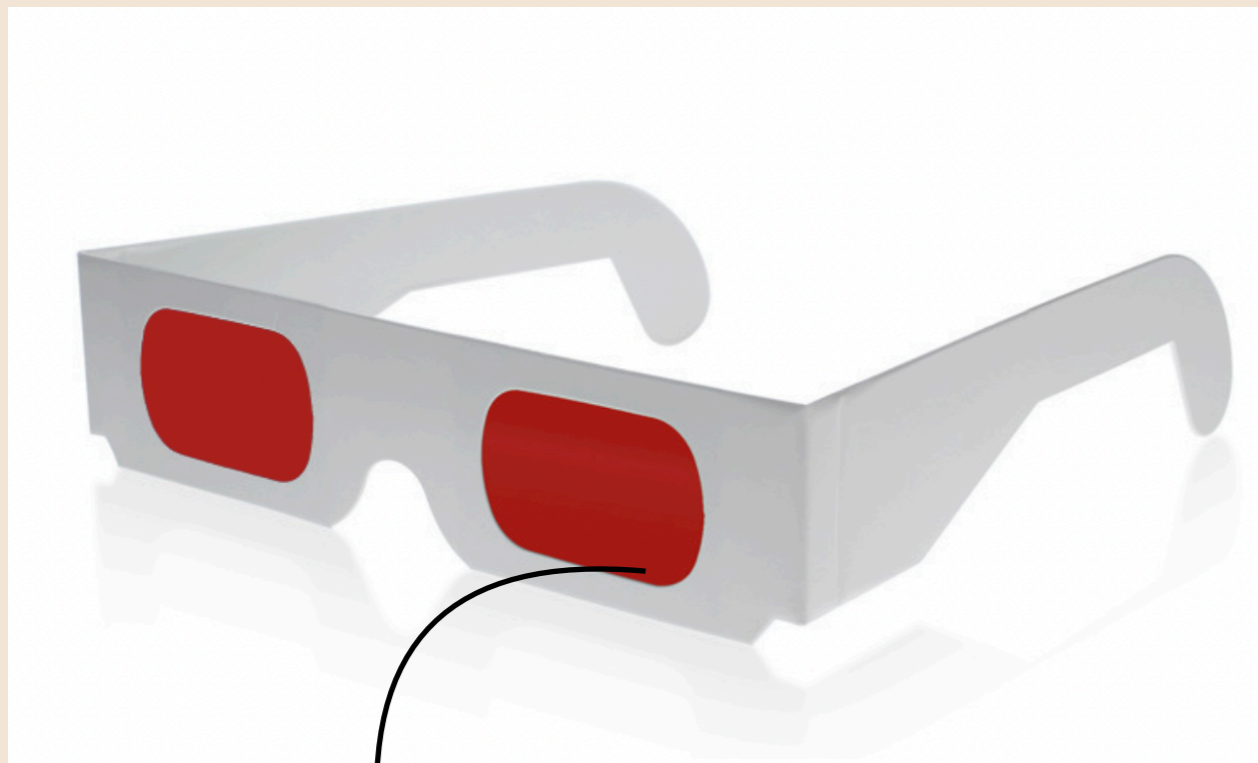
Quantity: N

"The 'cut' layer indicates the cutting contour, which should not be printed.

N is the expected amount of visitors

Glasses

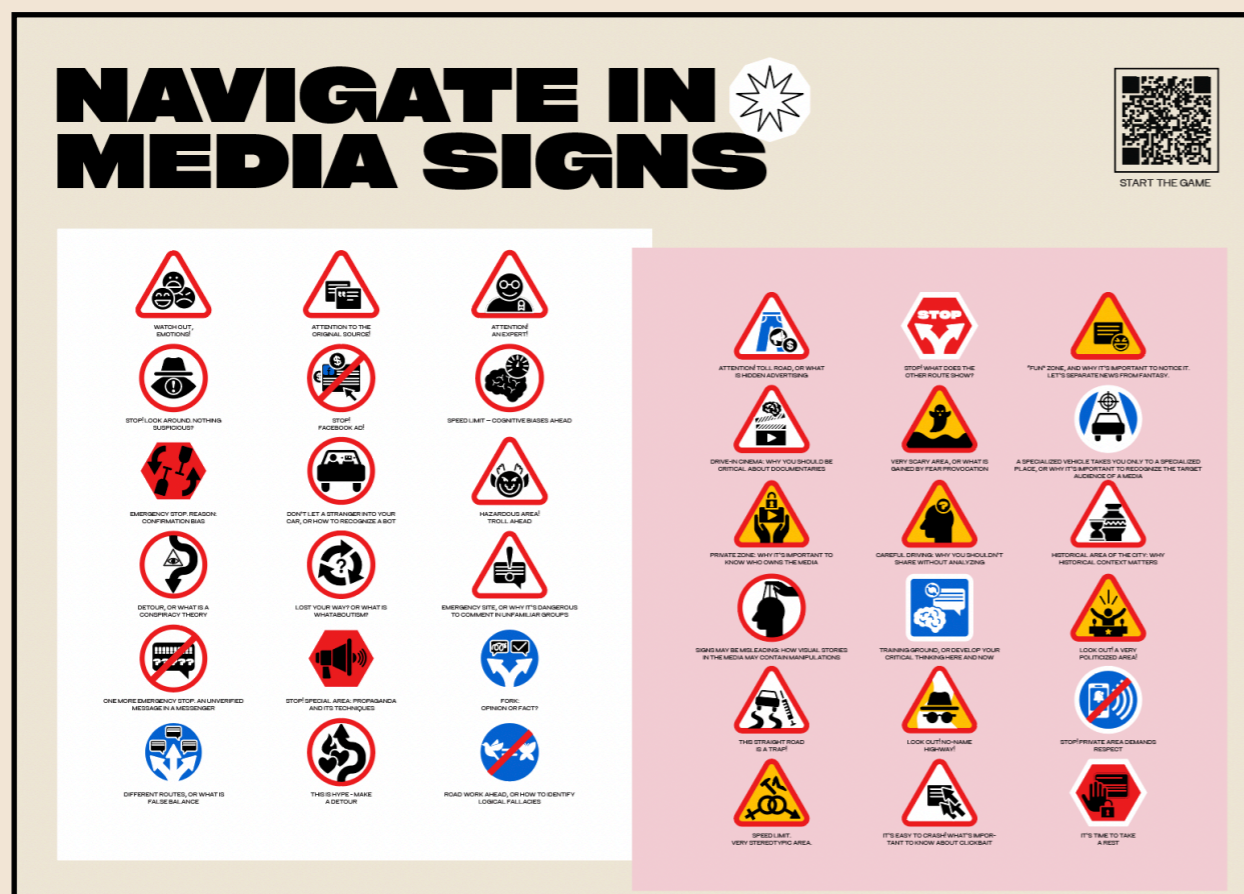
(2)



red cellophane sheets

1. Print the template for the glasses onto cardstock or poster board. Cut out the glasses, including the holes for the eyes.
2. Cut the red-color cellophane. The two pieces will cover the eyeholes in the glasses.
3. Glue or tape the cellophane on the inside of the glasses.

3. Tablets for games



Dimensions:

Height 84cm

Width 120cm

Bleeds:

3 mm each side

How to print:

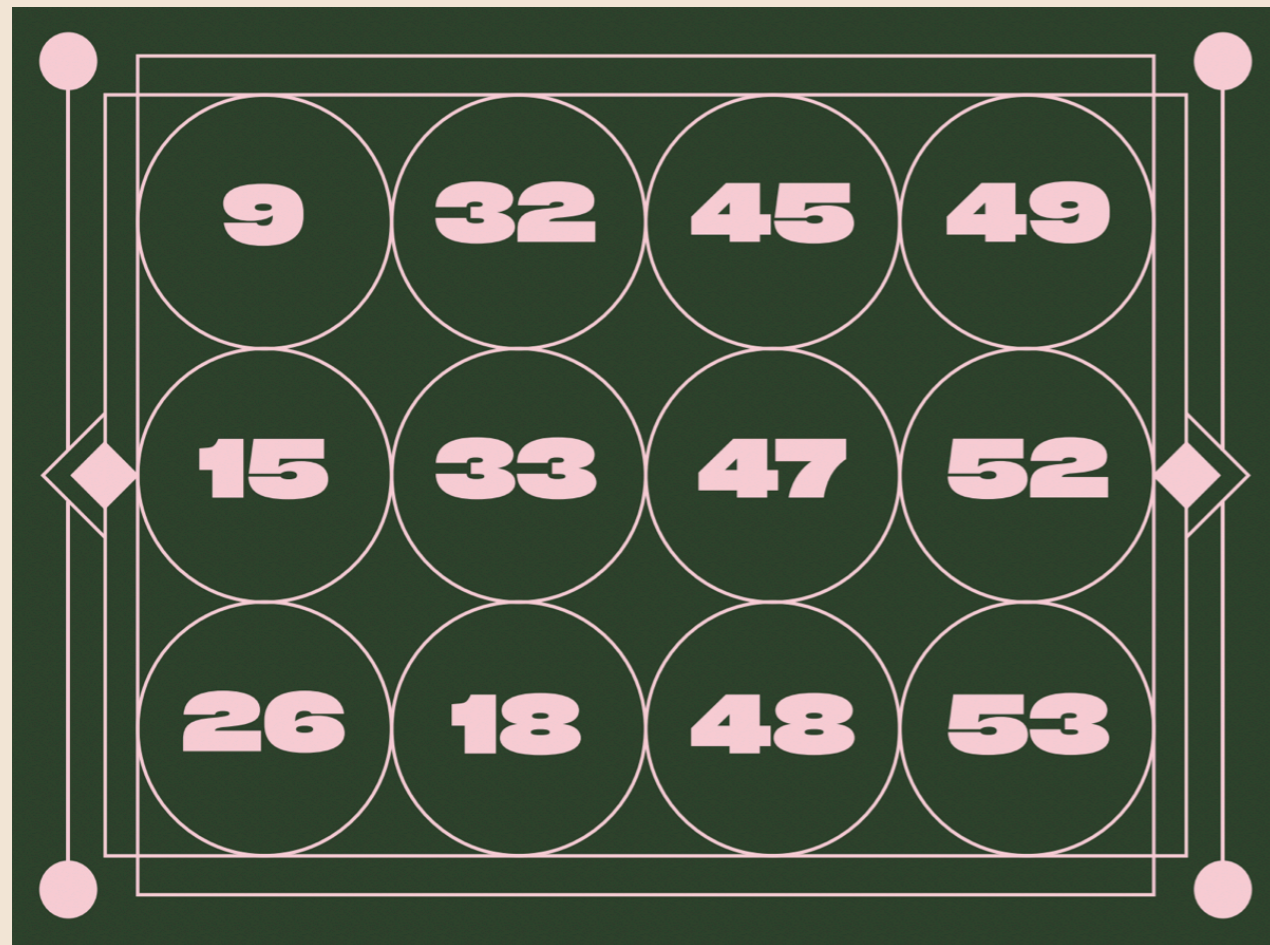
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Extra. Lotto board game



Dimensions:

Height 140 mm

Width 190 mm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 200 g/m²

Matte lamination

Quantity: 1 (contains 12 pages)

"The 'cut' layer indicates the cutting contour, which should not be printed.

Extra. Lotto tokens



Two-sided print (same design for each of the sides)

Dimensions:

Height 38 mm

Width 38 mm

Bleeds: 2 mm

How to print:

Colourful print

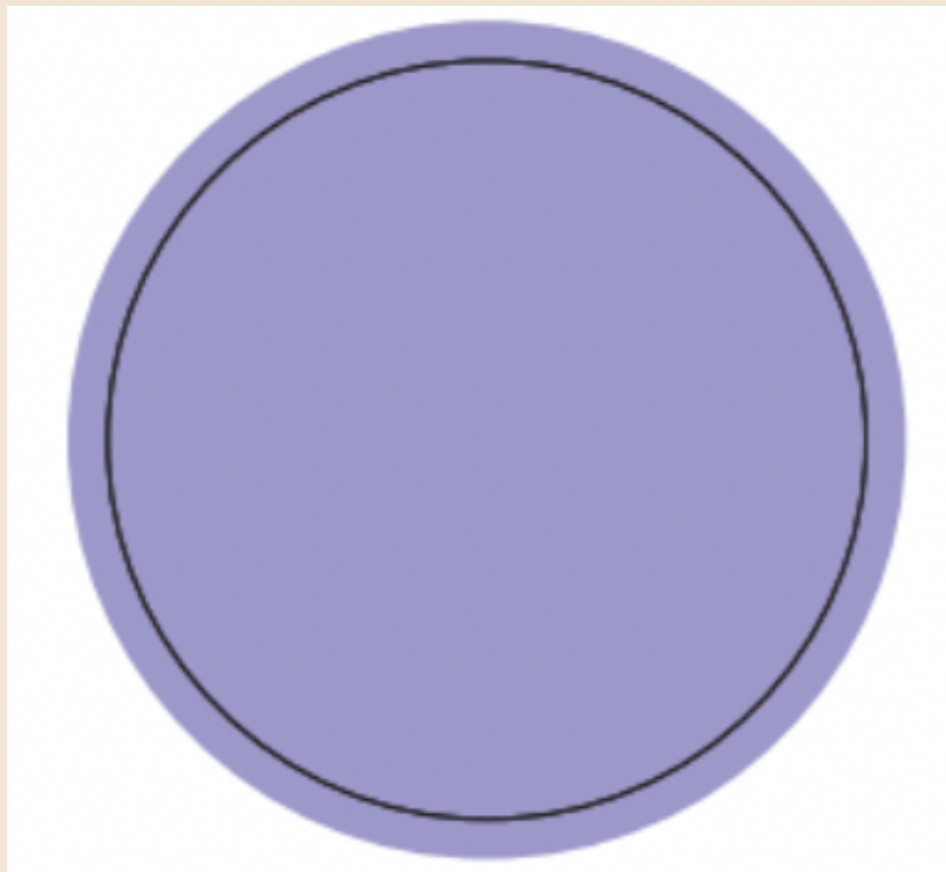
Paper thickness 400 g/m²

Matte lamination for each side

Quantity: 56 token designs (1 of each)

"The 'cut' layer indicates the cutting contour, which should not be printed.

Extra. Lotto tokens (empty)



Two-sided print (same design for each of the sides)

Dimensions:

Height 38 mm

Width 38 mm

Bleeds: 2 mm

How to print:

Colourful print

Paper thickness 400 g/m²

Matte lamination for each side

Quantity: 56 pieces

"The 'cut' layer indicates the cutting contour, which should not be printed.

Extra. Lotto guide



Dimensions:

A5

Height 21 cm

Width 14,8 cm

Bleeds: 2 mm

How to print:

Colourful print

Format: stapled brochure

Paper thickness of the first and last page
250 g/m²

Pepar thickness for the rest of the pages
12 g/m²

Matte lamination for the first and last
pages

Quantity: 1 (contains 16 pages)

Note: the first and last pages are covers and need to be thicker than the rest of the guide.