

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

**FAKE
LESSS**



THE "FAKELESS" PROJECT COMPRISES OFFLINE INTERACTIVE EXHIBITIONS
AND AN ONLINE PLATFORM OFFERING DIGITAL GAMES AND POSTERS.

"FAKELESS" IS IMPLEMENTED BY GOETHE-INSTITUT IN COOPERATION WITH KUNSHT
(UKRAINE). WE ARE VERY GRATEFUL TO OUR PARTNERS: GERMAN FEDERAL FOREIGN
OFFICE, CIVIL SOCIETY OF COOPERATION, MALTIDA.ES AND TACTICAL TECH, WITH WHOM
WE CREATED SOME PARTS OF THE 'FAKELESS' EXHIBITION.



Dimensions:

Height 100cm

Width 100 cm

Bleeds:

5 mm each side

How to print:

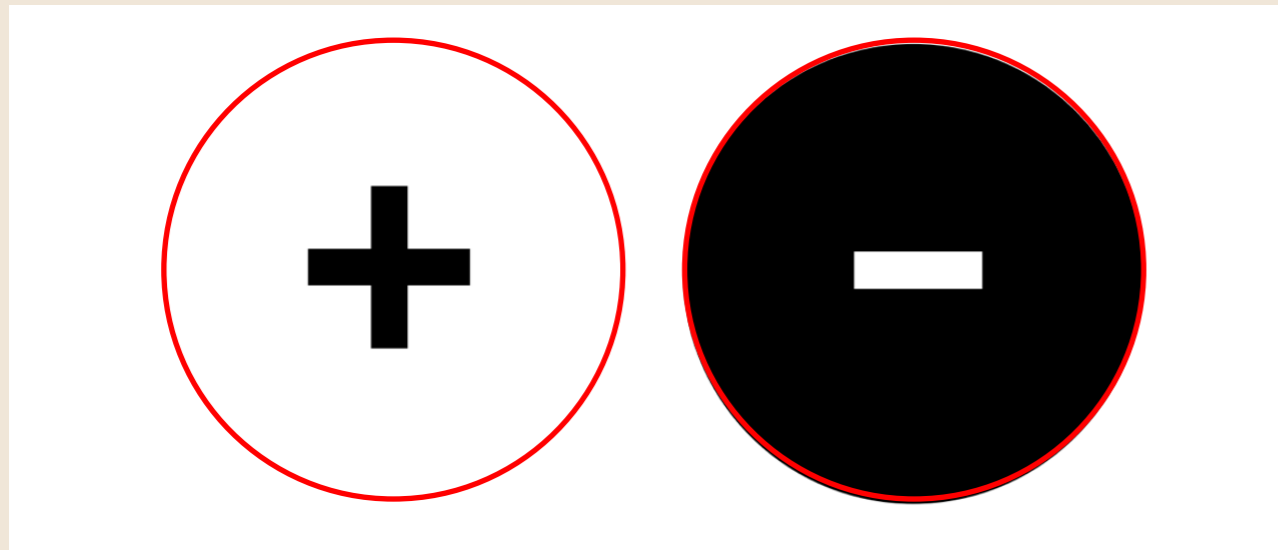
Black and white print

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:

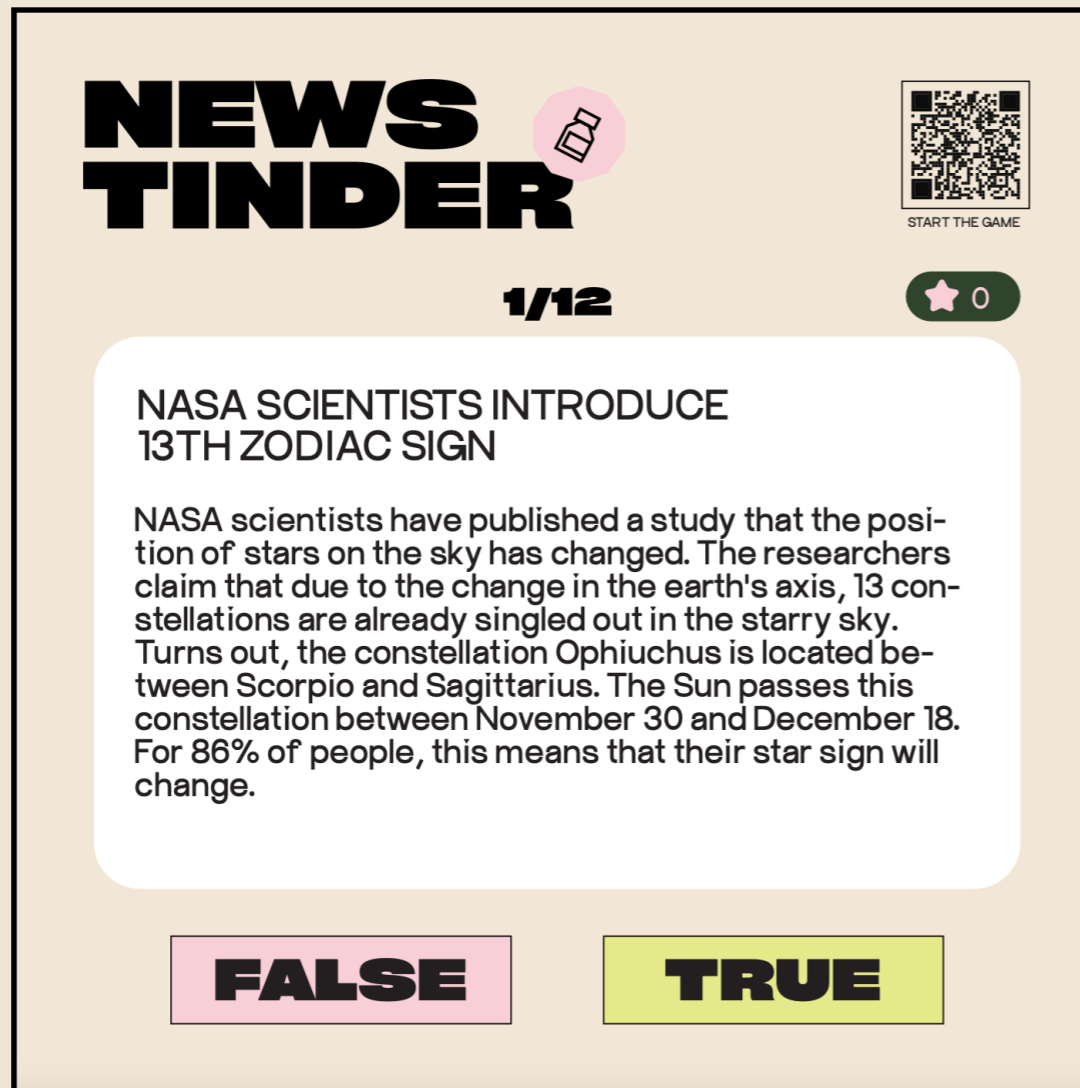
Colourful print

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:

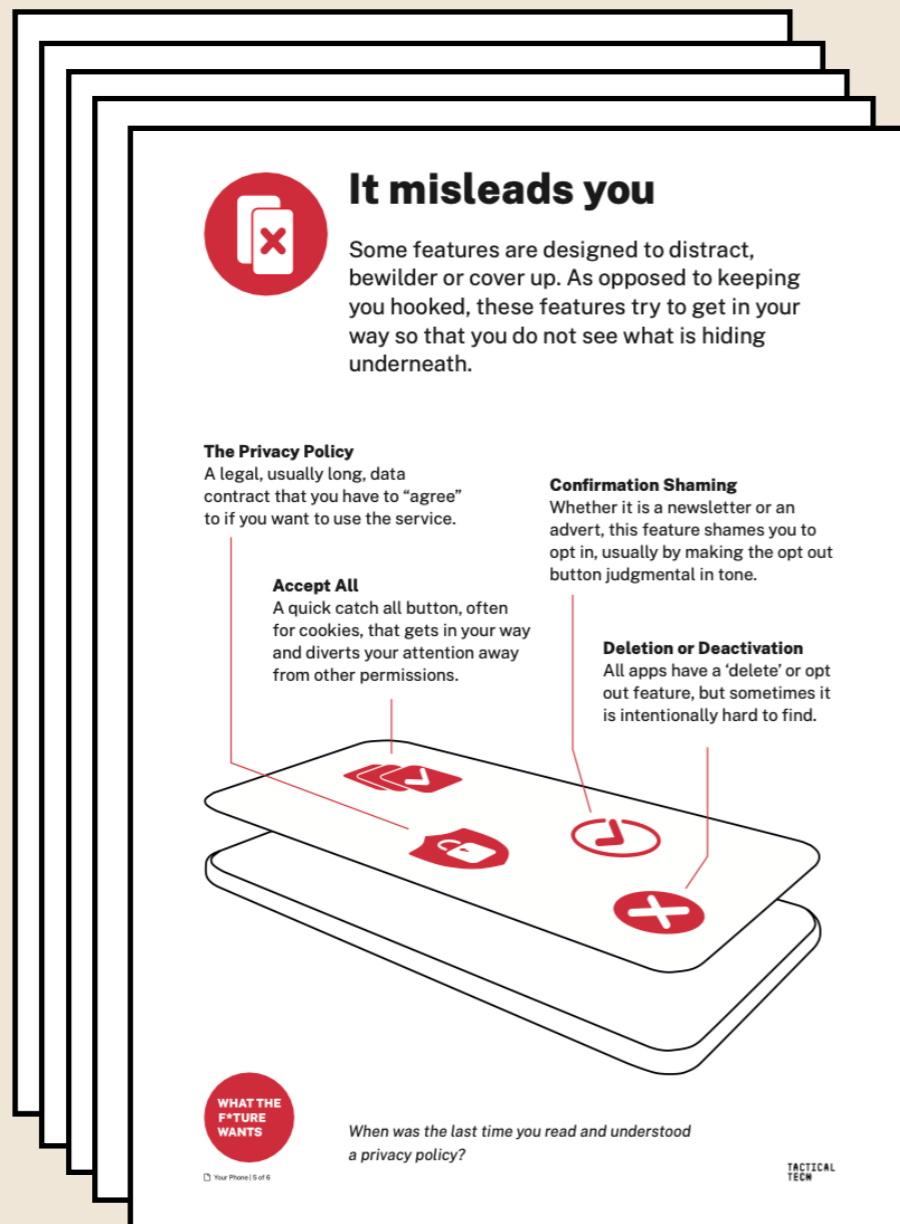
Colourful print

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:

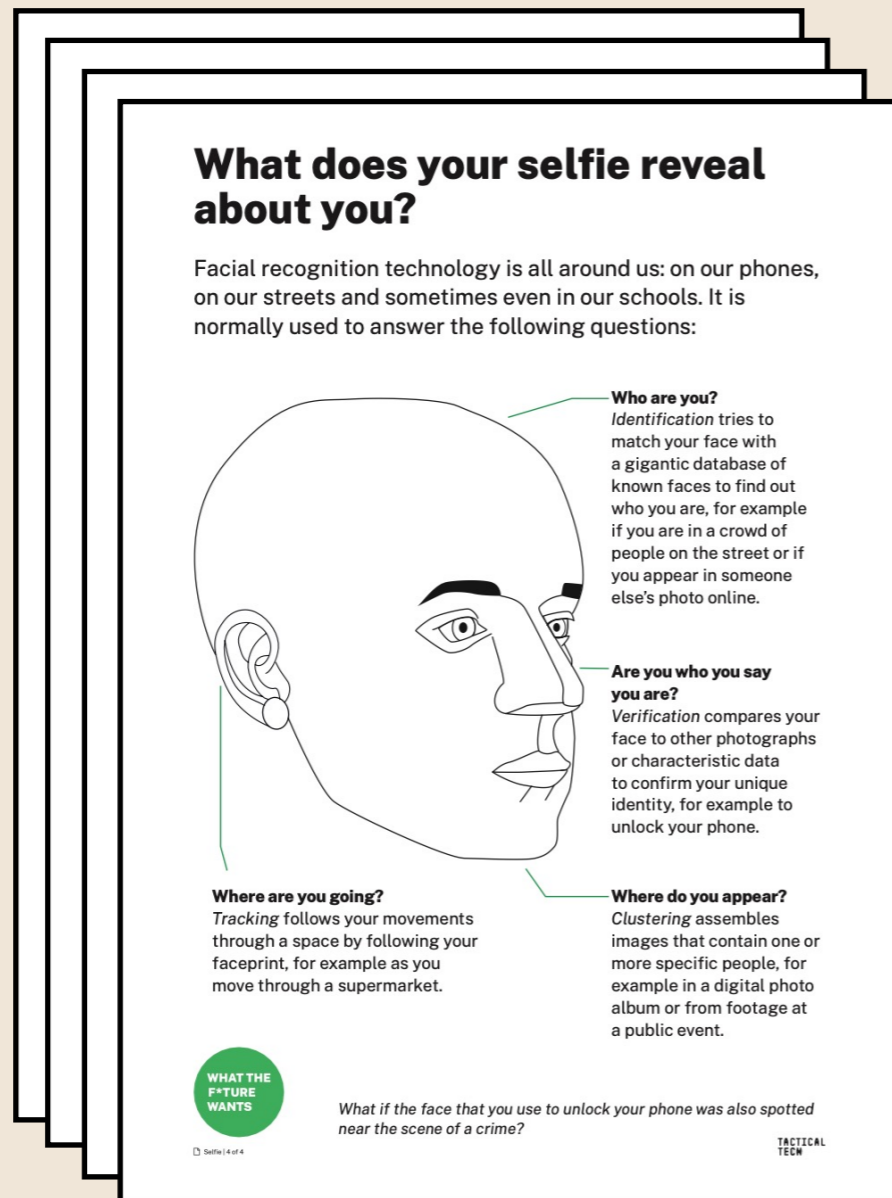
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters (Tactical Tech)



Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

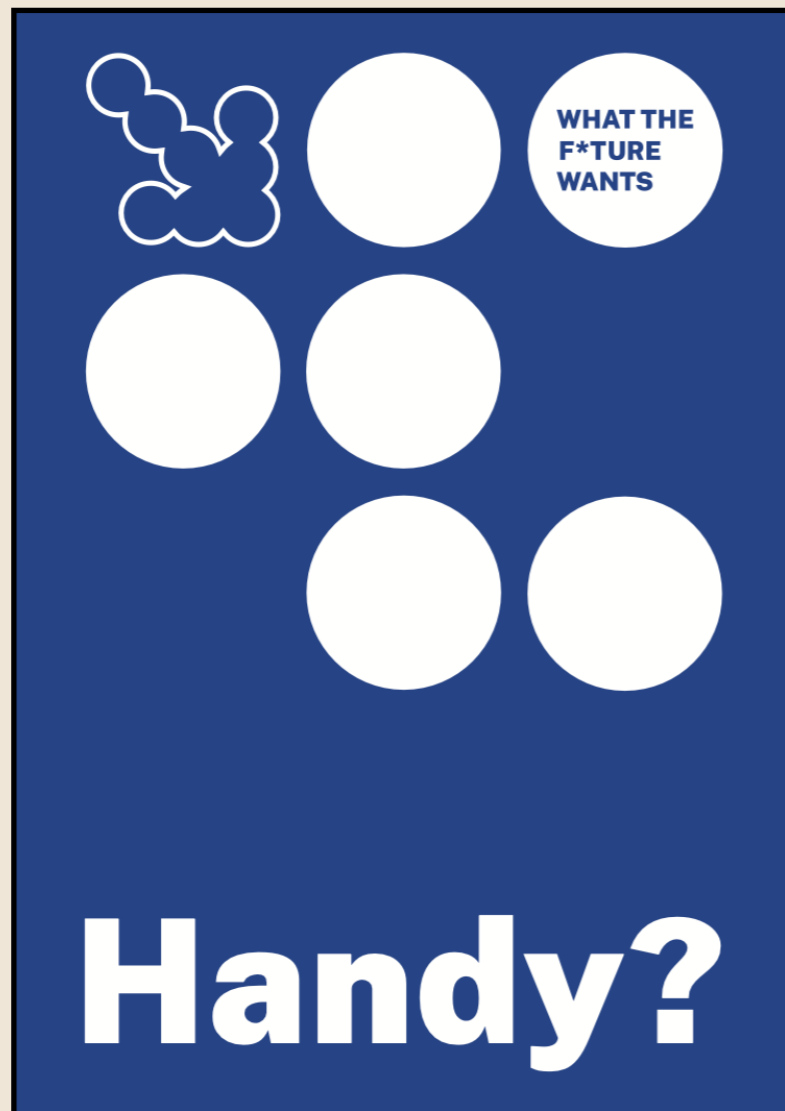
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity: 1 of each of the posters

Posters (Tactical Tech)



Dimensions:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

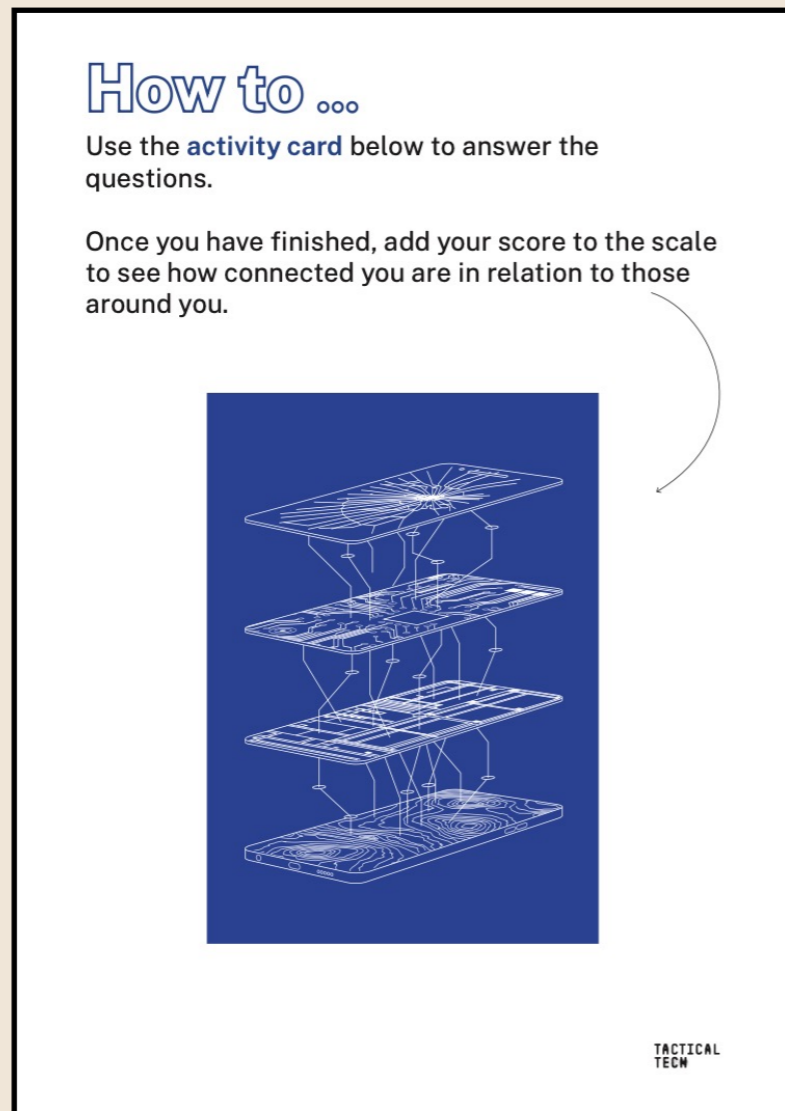
Colourful print

Paper thickness 250 g/m²

Matte lamination

Quantity:1

Posters (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

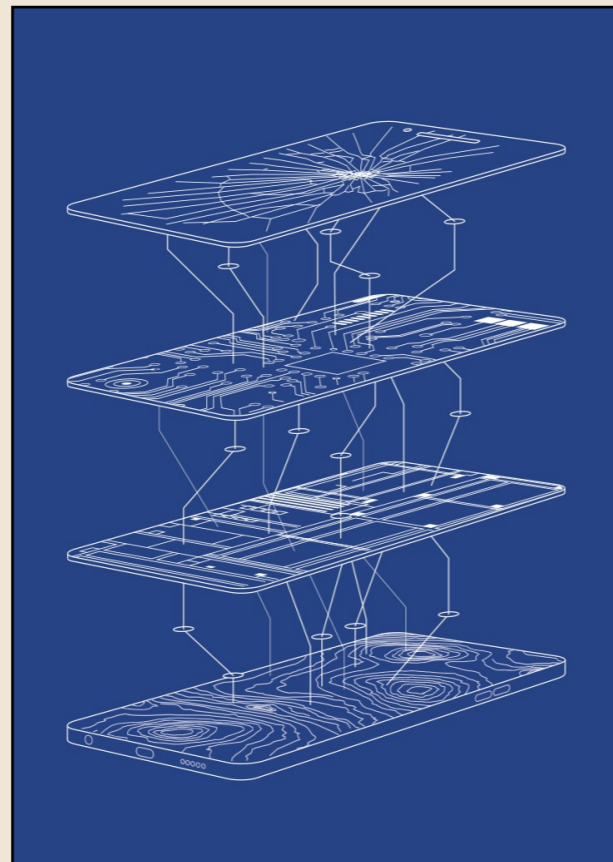
0 1 2 **have fun**
to play games, watch videos and listen to
music

Count up your score: _____ /20

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

TACTICAL TECH

Back



Dimensions:

A6 (only the activity cards must be printed in A6-Format)

Height 14,8 cm

Width 10,5 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...

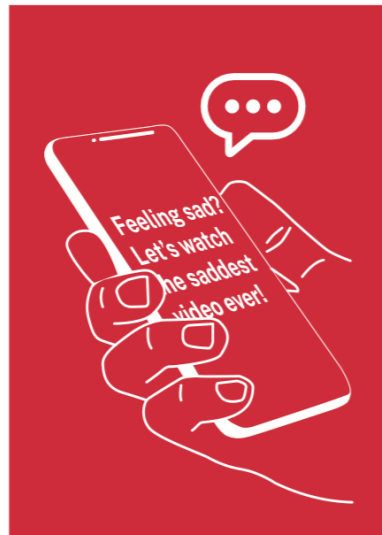
How does it behave?

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

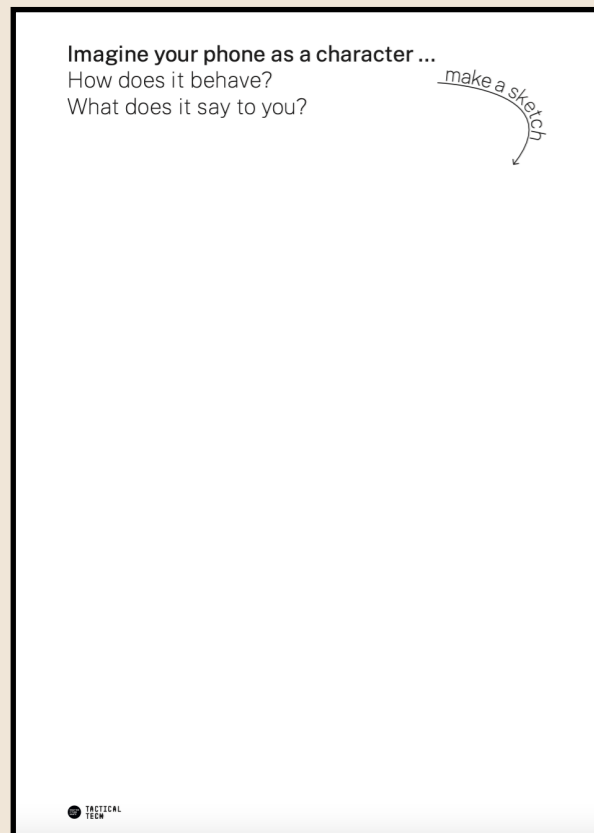
Paper thickness 250 g/m²

Matte lamination

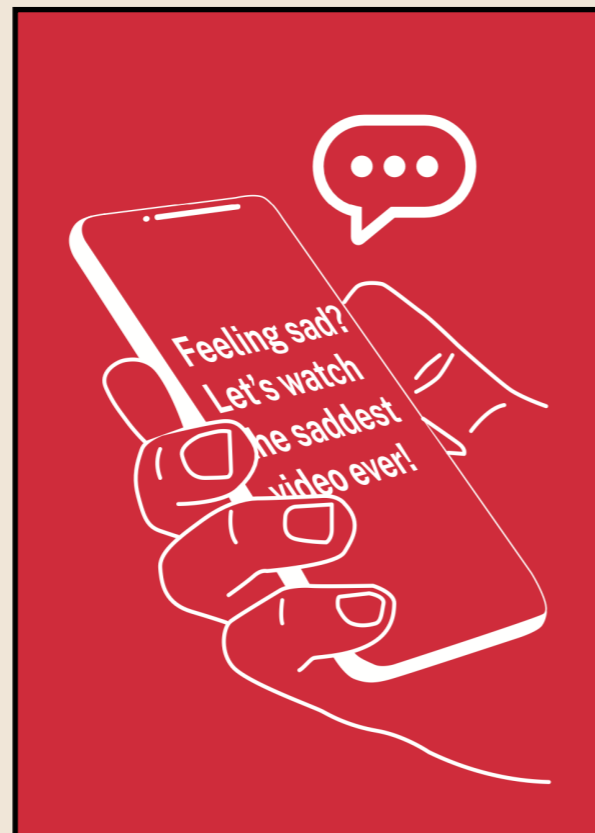
Quantity: 1

Handouts (Tactical Tech)

Front



Back



Dimensions:

A6 (only the activity cards must be printed in A6-Format)

Height 14,8 cm

Width 10,5 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:

A4

Height 29,7 cm

Width 21 cm

Bleeds:

3 mm each side

How to print:

Colourful print

Paper thickness 250 g/m²

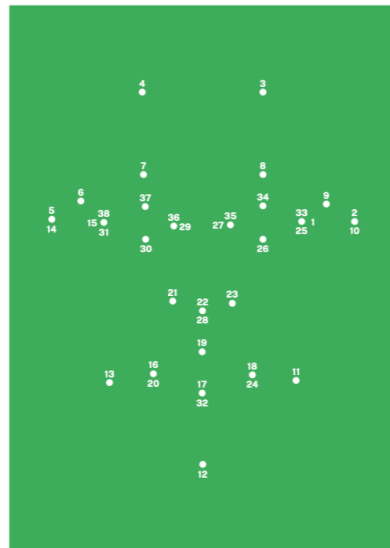
Matte lamination

Quantity:1

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

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?

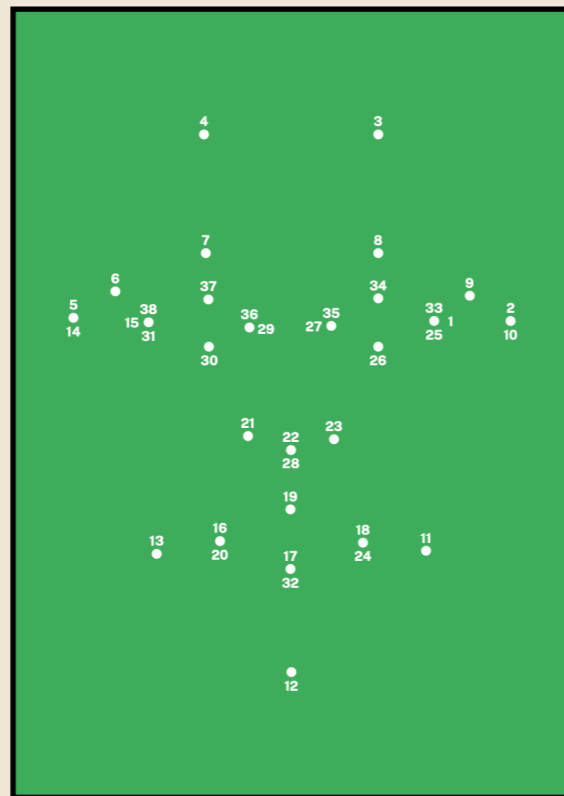
4 Which activities can lower a citizen's social credit score in China?

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.

TACTICAL TECH

Back



Dimensions:

A6 (only the activity cards must be printed in A6-Format)

Height 14,8 cm

Width 10,5 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:

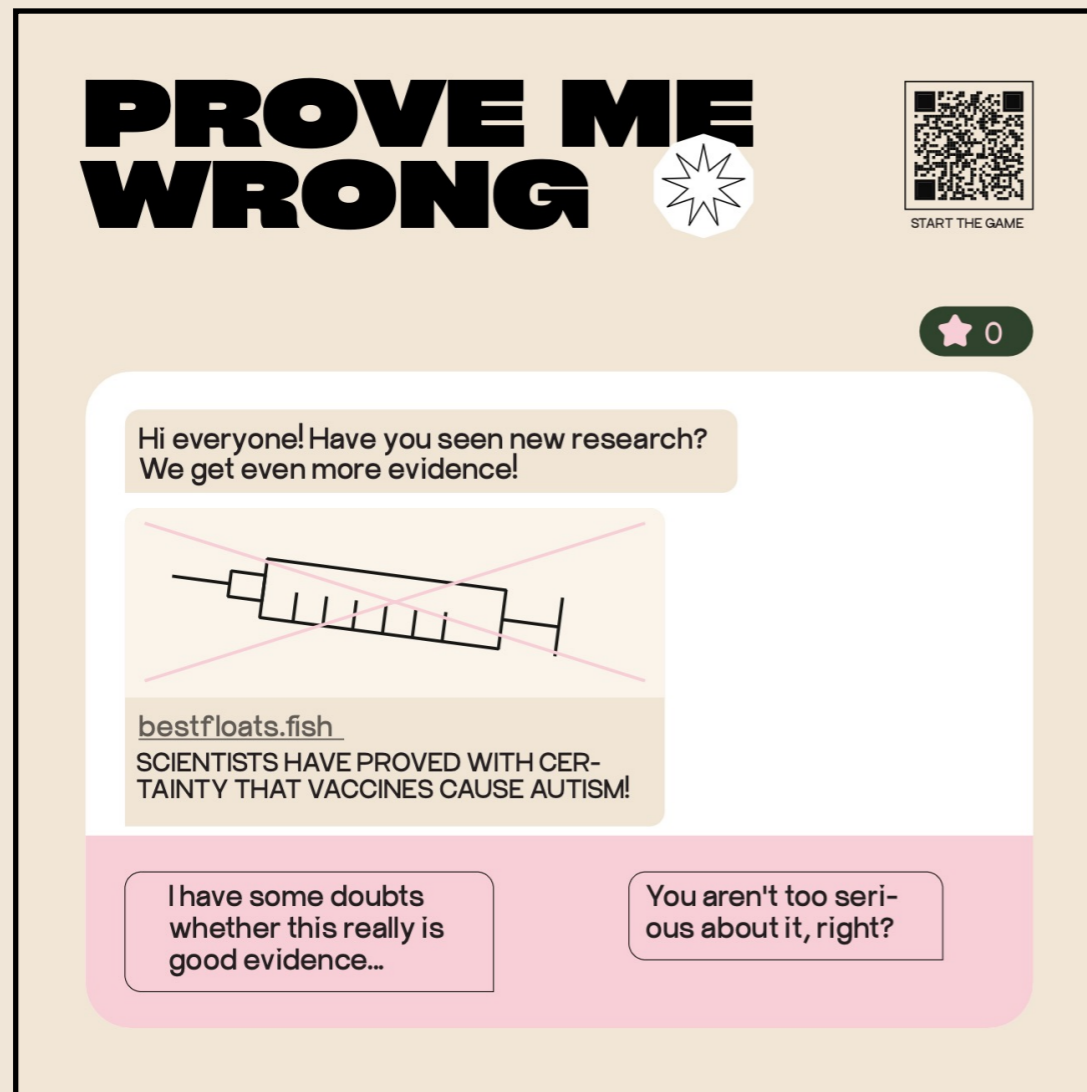
Colourful print

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:

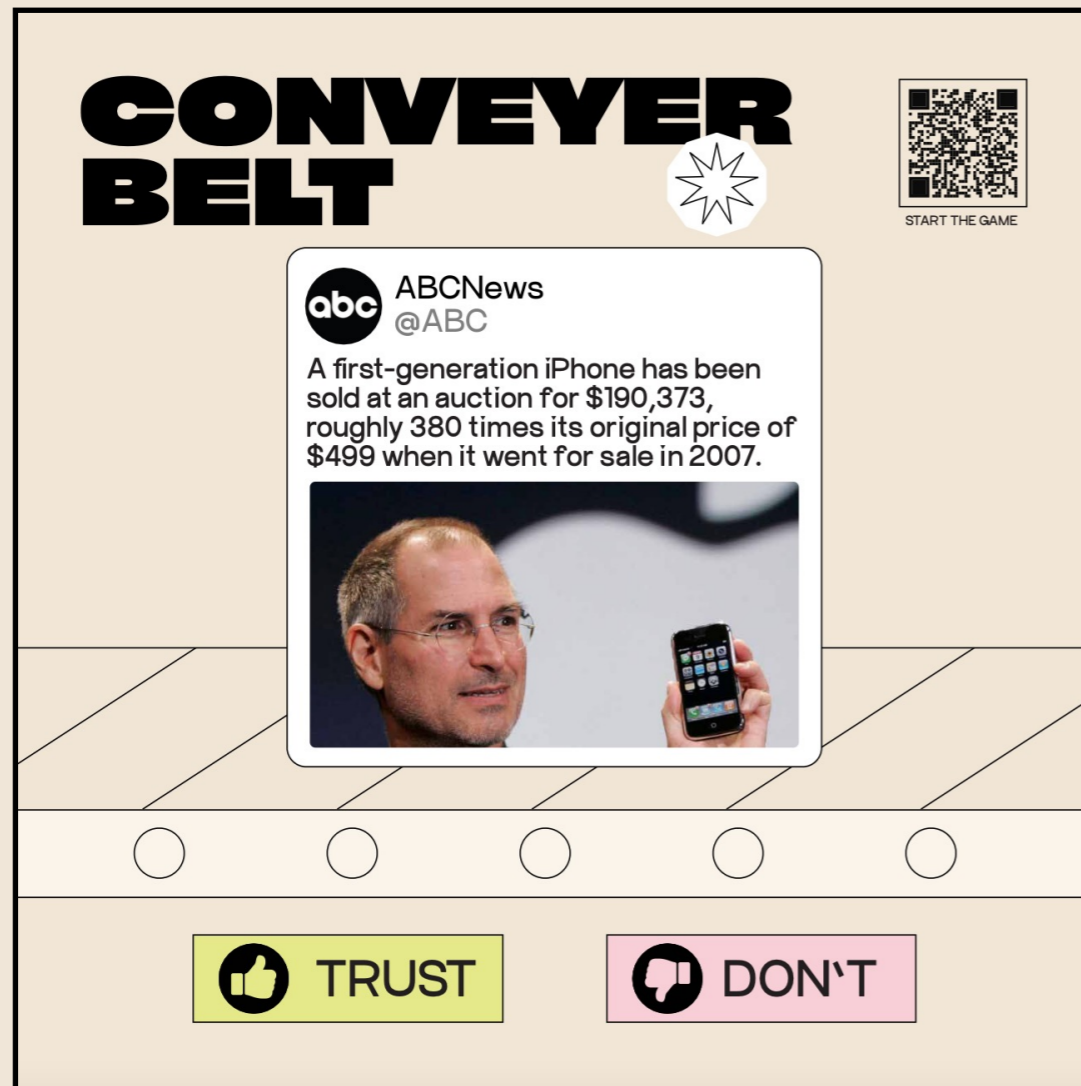
Colourful print

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)



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)

FAKE WEBSITES

THEY LOOK LIKE REAL, TRUST-WORTHY SITES, BUT IN FACT THEY ARE IMITATIONS AND THEIR GOAL IS TO SPREAD DISINFORMATION OR STEAL YOUR MONEY

WEBSITES THAT MIMIC A DOMAIN NAME
that references a well-known brand to spread disinformation

WEBSITES-EPHEMERAS
They are created for a short period of time to spread disinformation, and pretend to be solid and authoritative

WEBSITES-CESSPOLS
The sites that spread disinformation and malinformation; their owners and authors of the materials are unknown; the names of these sites mimic the names of well-known media

A famous politician:
"Tomorrow the end of the world will come, if the leaders of the powerful countries do not come to an agreement!" - www.abccgtn.com

SCAM WEBSITES, I.E.
illegitimate internet websites used to deceive users into fraud

BOTS AND TROLLS
Fake pages in social networks that mimic real people to start quarrels and to spread fakes and hate speech. Usually, they do not have almost any information on their profiles, their photos are stolen from other people's pages

Everyone should get to know this and should record it immediately - www.cbssnbc.com

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)



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)



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

(5)



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 (6)

MEMES WITTY SHORT IRONIC INFORMATION (PHRASE, IMAGE, AUDIO, VIDEO) THAT SHOWS A CERTAIN ATTITUDE TO SOME EVENTS OR CIRCUMSTANCES, AND IS DISTRIBUTED ON THE INTERNET

Mostly verbal - text or audio

Mostly non-verbal - photo or video

Combined - text + photo

USA

**THIS GUY SHOULDN'T BE PRESIDENT...
...HE KEEPS MAKING PROMISES AND THEN KEEPING THEM.**

I WANT YOU TO STAY HOME

This closed center in Coran Trump's head to persuade voters to vote for him. It is pure street art and it is ready to be printed on social networks.

This is a social campaign to stay at home during the corona virus pandemic. It is put in a shape of a letter and it is ready to be printed on social networks.

This is a social campaign to stay at home during the corona virus pandemic. It is put in a shape of a letter and it is ready to be printed on social networks.

This is a social campaign to stay at home during the corona virus pandemic. It is put in a shape of a letter and it is ready to be printed on social networks.

Dimensions:

Height 40cm

Width 40cm

Bleeds:

3 mm each side

How to print:

Colourful print

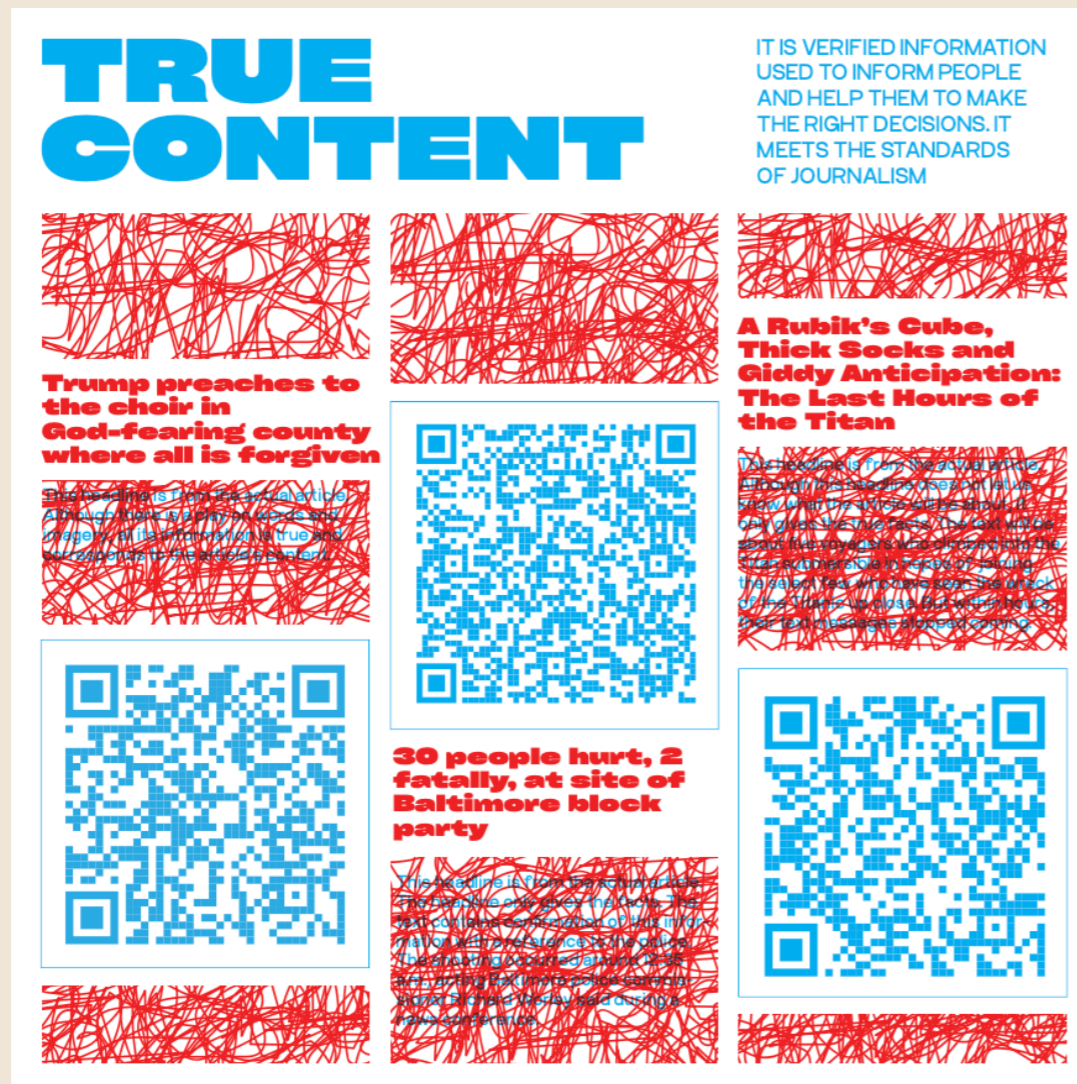
Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Posters

(7)



Dimensions:

Height 45cm

Width 45cm

Bleeds:

3 mm each side

How to print:

Colourful print

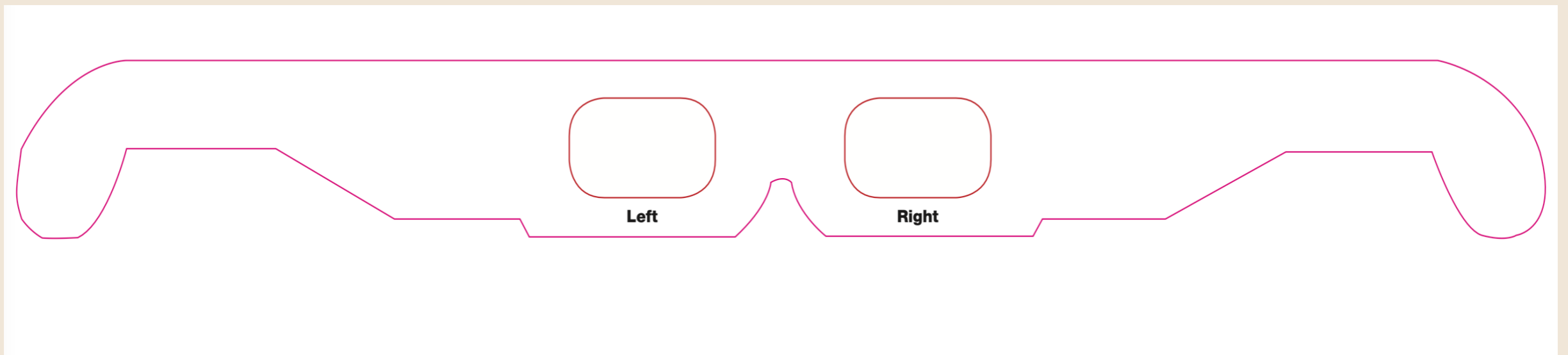
Paper thickness 250 g/m²

Matte lamination

Quantity: 1

Glasses

(1)



The size of the sheet for printing glasses

Height 4,4 cm

Width: 41,4 cm;

How to print:

Colourful print

Paper thickness 300 g/m²

Matte lamination (optional)

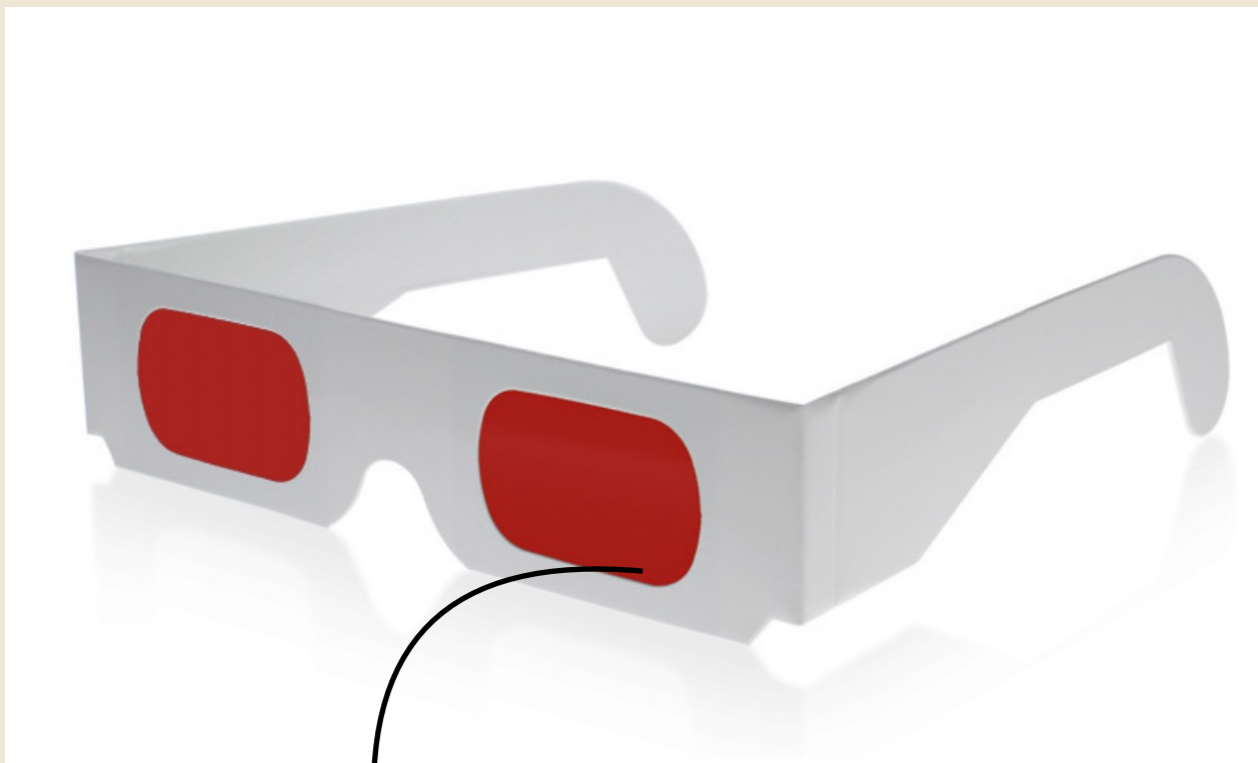
Quantity: N

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

N is the expected amount of visitors

Glasses

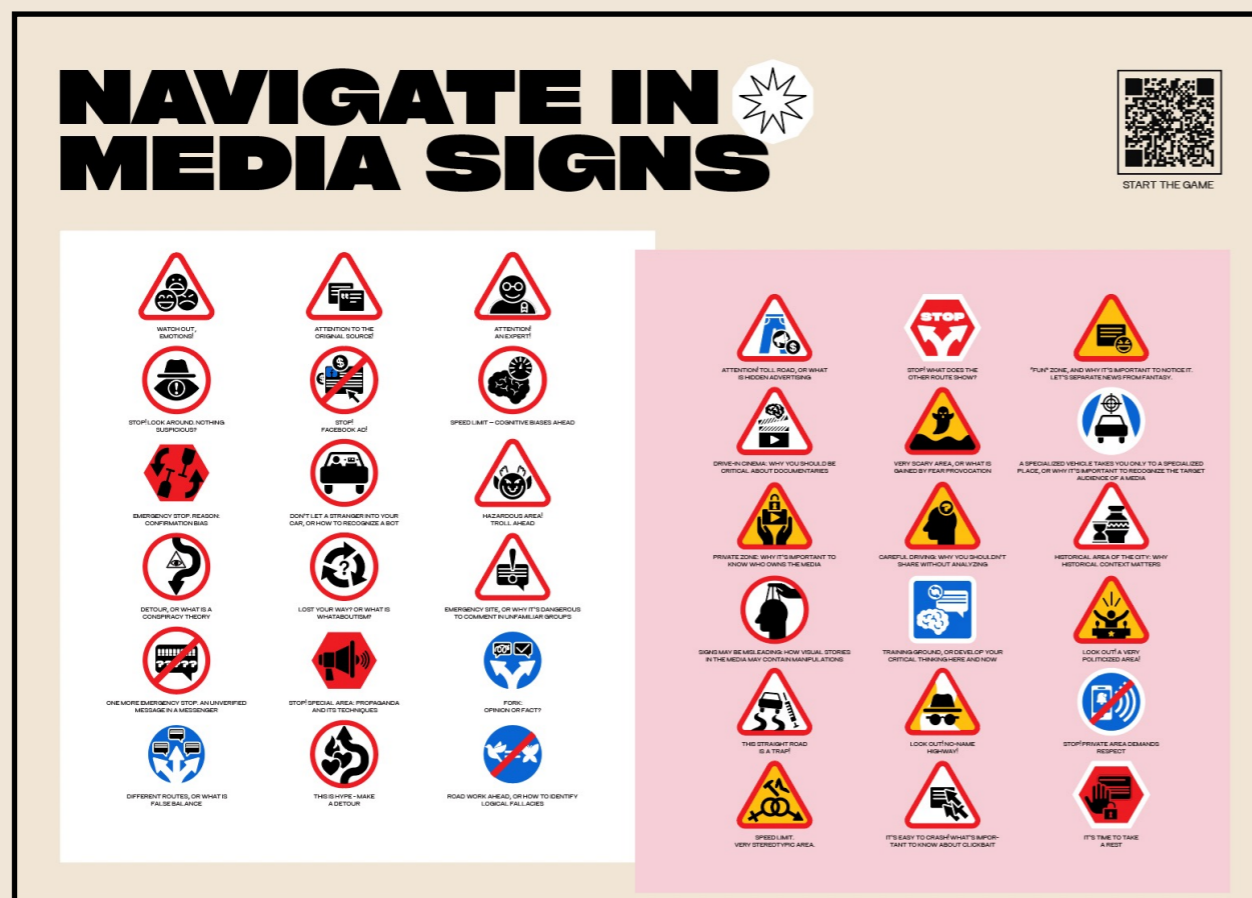
(2)



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:

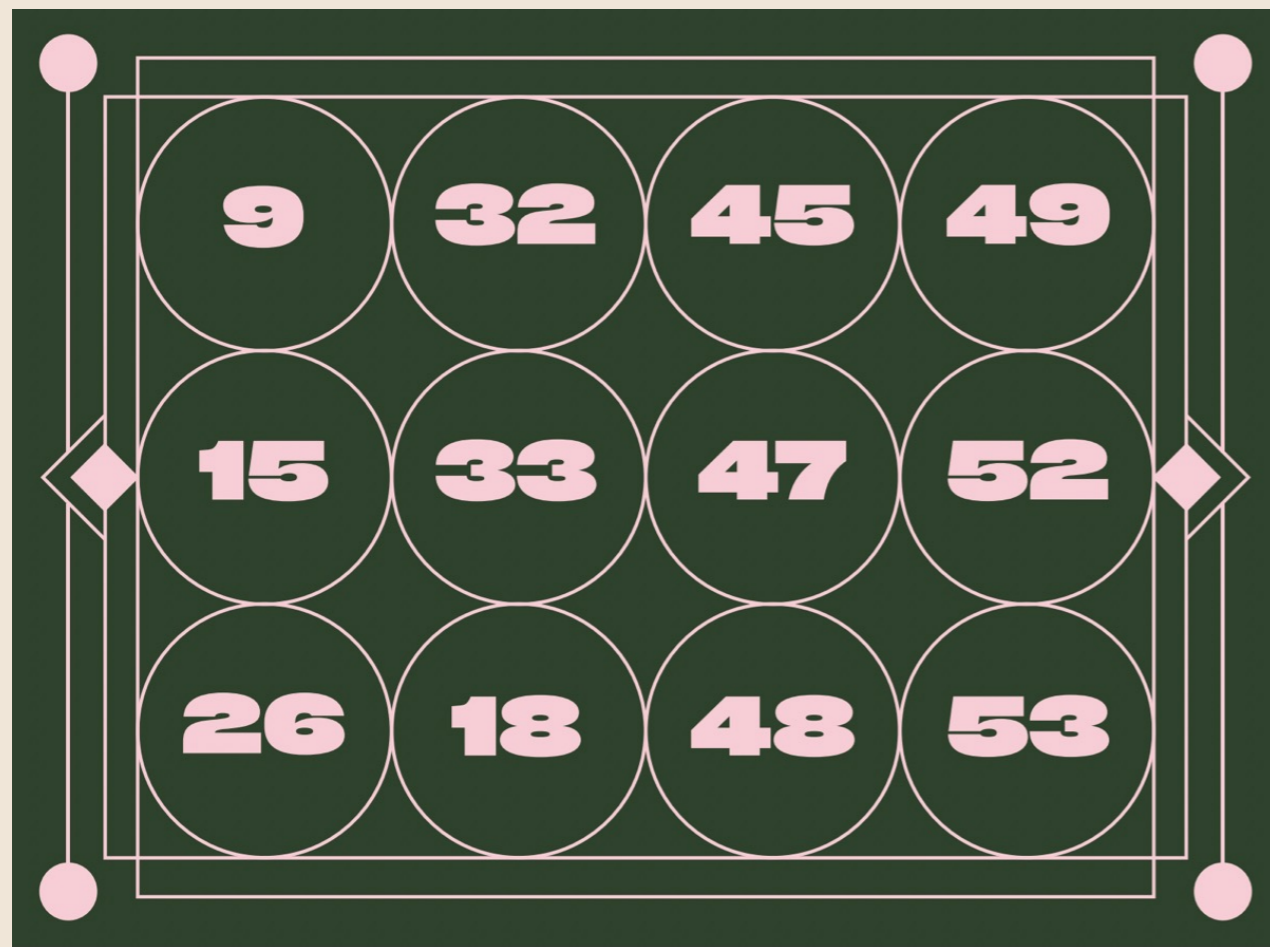
Colourful print

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

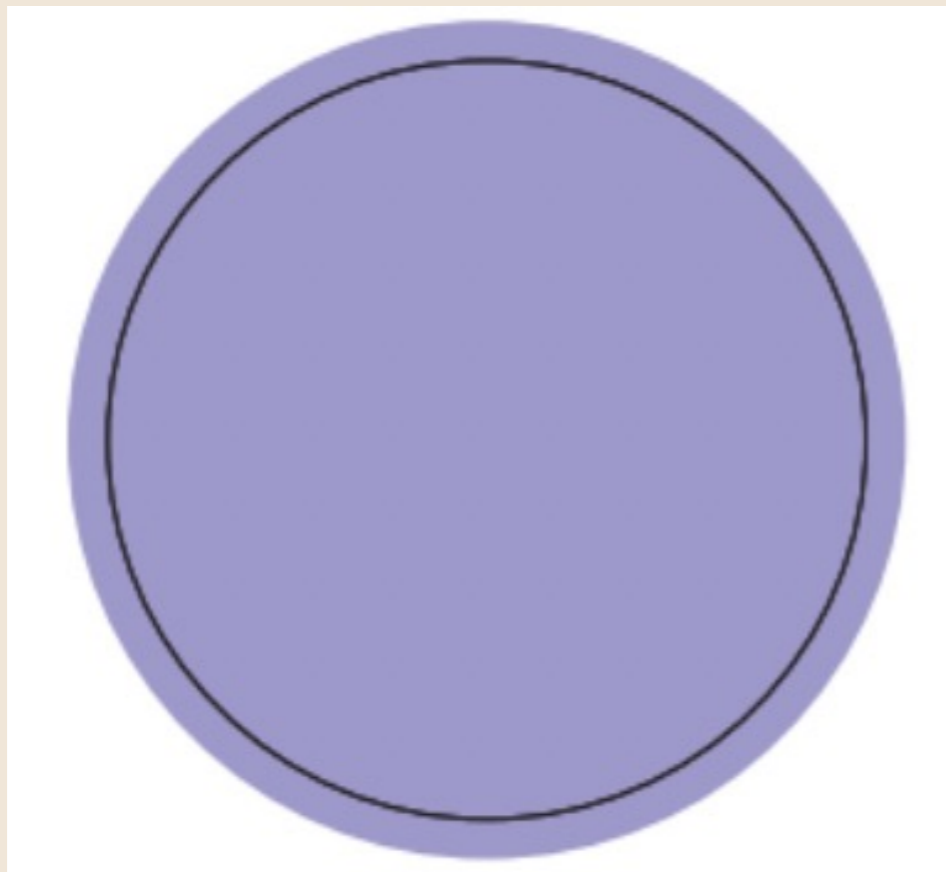
Paper thickness 400 g/m²

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.