

MEDIA: RATIOS, SIZES AND FORMATS

FOR DESIGNING COURSES & ACTIVITIES

This document sets out all the ratios, sizes and formats to use for media when designing courses and activities.



COVER PICTURES

COVER PICTURES

CATEGORY & TRAINING COURSE /LEARNING PATH

CATEGORY COVER

Supported media formats: JPG / JPEG / PNG

Format : **750 x 270 px**

TRAINING COURSE COVER / LEARNING PATH

Supported media formats: JPG / JPEG / PNG

Format : **750 x 545 px**

In the application	In the Mission Center								
	 <p>Category name translations ✎ 🔗</p> <table><tbody><tr><td>In Deutsch (DE): -</td><td>In English (EN): -</td></tr><tr><td>In Español (ES): -</td><td>En Français (FR): test</td></tr><tr><td>In Italiano (IT): -</td><td>In Nederlands (NL): -</td></tr><tr><td>In Português (PT): -</td><td></td></tr></tbody></table>	In Deutsch (DE): -	In English (EN): -	In Español (ES): -	En Français (FR): test	In Italiano (IT): -	In Nederlands (NL): -	In Português (PT): -	
In Deutsch (DE): -	In English (EN): -								
In Español (ES): -	En Français (FR): test								
In Italiano (IT): -	In Nederlands (NL): -								
In Português (PT): -									
	 <p>Banner Appears on training course screen (750 x 545)</p>								

COVER PICTURES

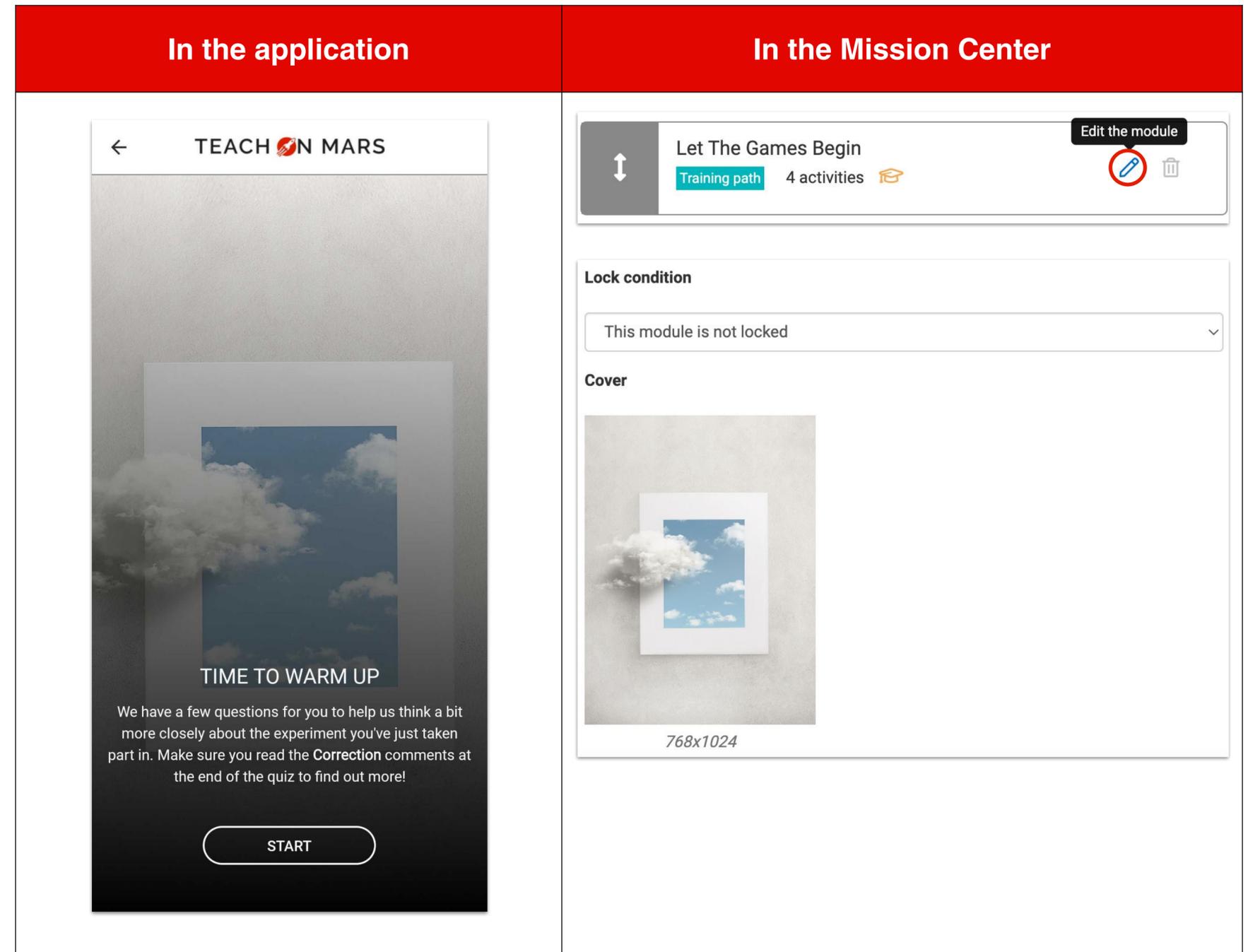
MODULES

MODULE COVER

Displayed with the instructions for scored activities.

Supported media formats: JPG / JPEG / PNG

Format: **768 x 1024 px**





MEDIA ACCORDING TO ACTIVITY

You'll find image formats and components according to activity. You may also find the differences between the Excel design matrix formats and web-authoring formats.

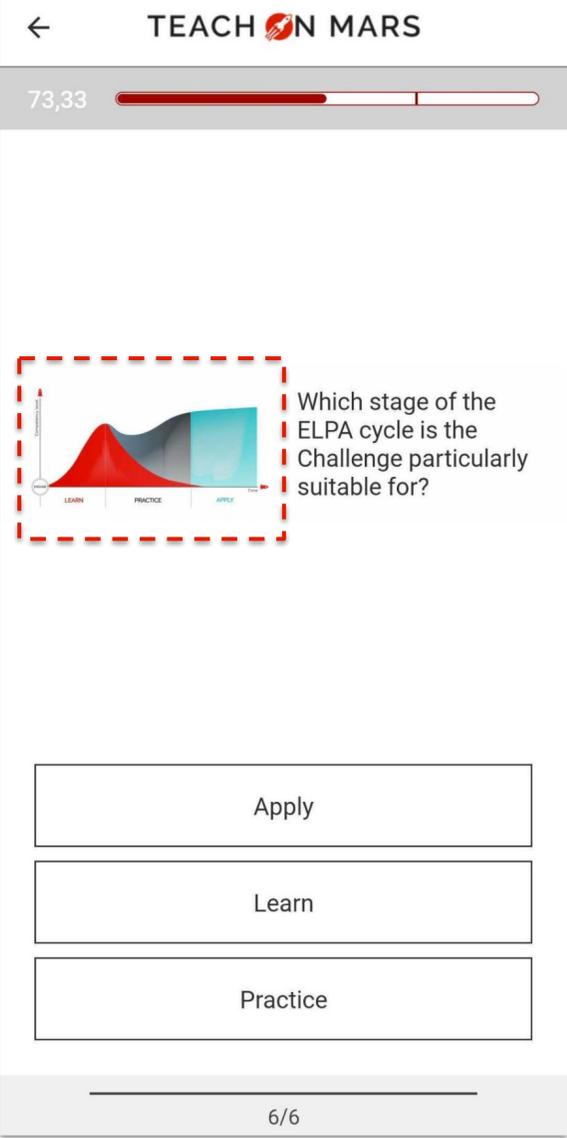
N.B: activities are organised by alphabetical order.

FIND THE ACTIVITY YOU'RE LOOKING FOR EASILY

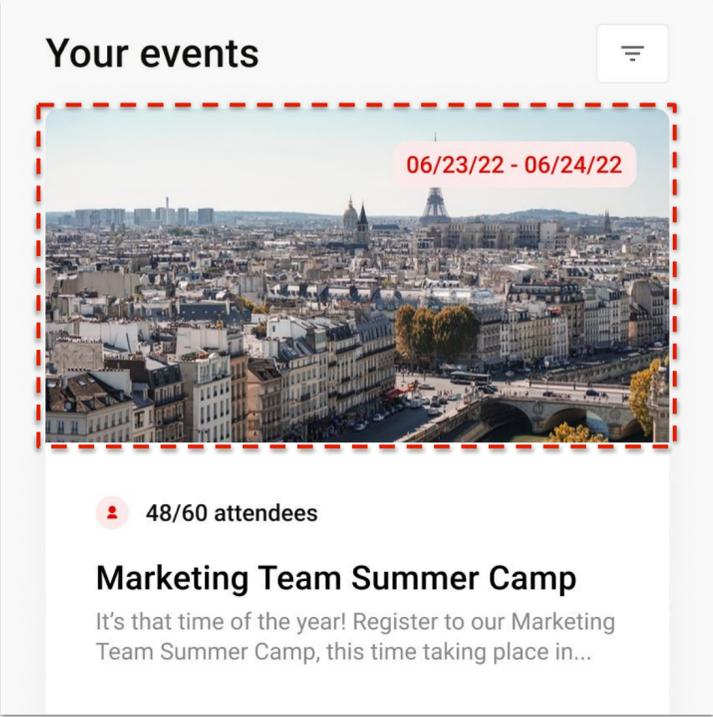
Click on the activity you're looking for to access the relevant 'format' page :

CHALLENGE
EVENT
FILL THE GAP
FLASH GAME
GUESS WHAT
MOBILE COURSE
MULTIQUIZ
PICK A WORD
QUIZ GAME
SCRAMBLE GAME
SUSHI GAME
TRAINING GAME
WORDSPOOL

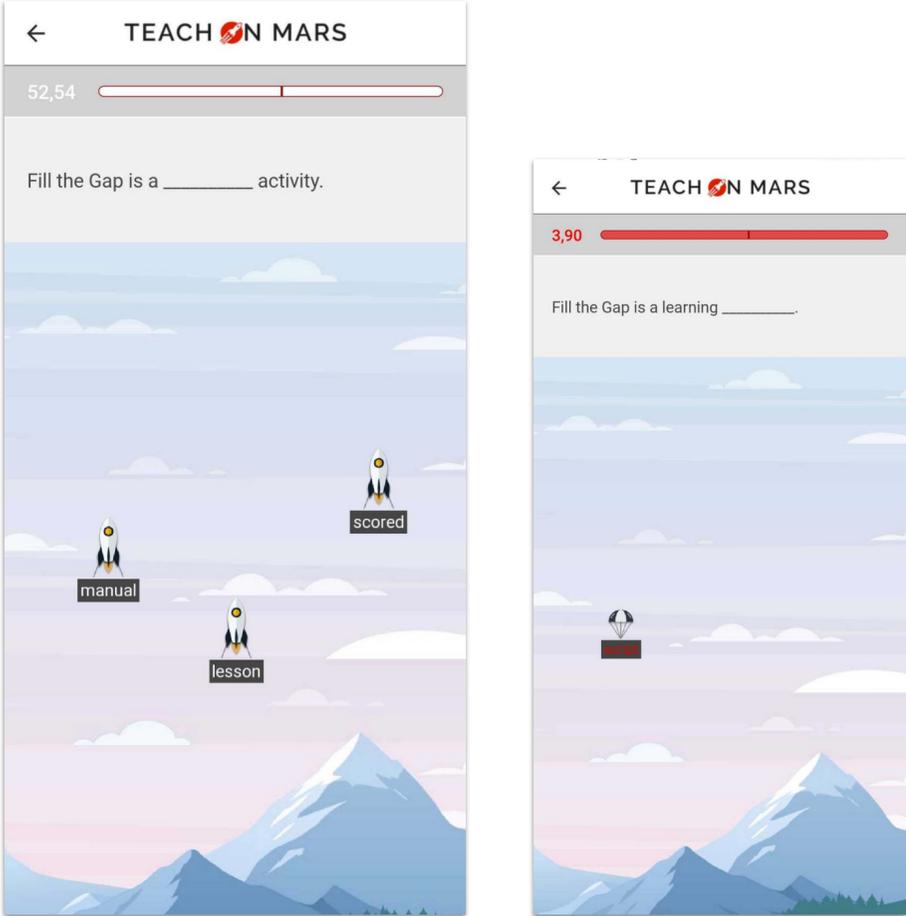
CHALLENGE

Components	Format	Preview
<p>ILLUSTRATION IMAGE OF A QUESTION</p> <p>(appears next to the question)</p>	<p>768 × 714 px</p> <p>JPG Excel design matrix</p> <p>JPG / JPEG / PNG web authoring</p>	 <p>The preview shows a mobile app interface for 'TEACH ON MARS'. At the top, there is a back arrow and the app name. Below that is a progress indicator showing '73,33' and a red progress bar. The main content area features a question: 'Which stage of the ELPA cycle is the Challenge particularly suitable for?'. To the left of the question is a diagram of the ELPA cycle with three stages: 'LEARN' (red), 'PRACTICE' (grey), and 'APPLY' (teal). The 'APPLY' stage is highlighted with a red dashed box. Below the question are three buttons: 'Apply', 'Learn', and 'Practice'. At the bottom, there is a page indicator '6/6'.</p>

EVENT

Components	Format	Preview
<p>EVENT COVER IMAGE</p>	<p>1800 × 1100 px</p> <p>JPG Excel design matrix</p> <p>JPG / JPEG / PNG web authoring</p>	 <p>The preview shows a card titled "Your events" with a filter icon. The main image is a cityscape with a red dashed border. A date badge in the top right of the image reads "06/23/22 - 06/24/22". Below the image, it says "48/60 attendees" with a person icon. The event title is "Marketing Team Summer Camp" and the description starts with "It's that time of the year! Register to our Marketing Team Summer Camp, this time taking place in..."</p>

FILL THE GAP

Components	Format	Preview
<p>BACKGROUND IMAGE</p>	<p>768 x 1024 px</p> <p>JPG Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>CURSOR</p> <p>- image showing the different answers -</p>	<p>124 x 228 px</p> <p>PNG Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>FALLING </p> <p>- Image displayed when the learner picks the wrong answer -</p>	<p>54 x 104 px</p> <p>PNG Excel design matrix JPG / JPEG / PNG web authoring</p>	

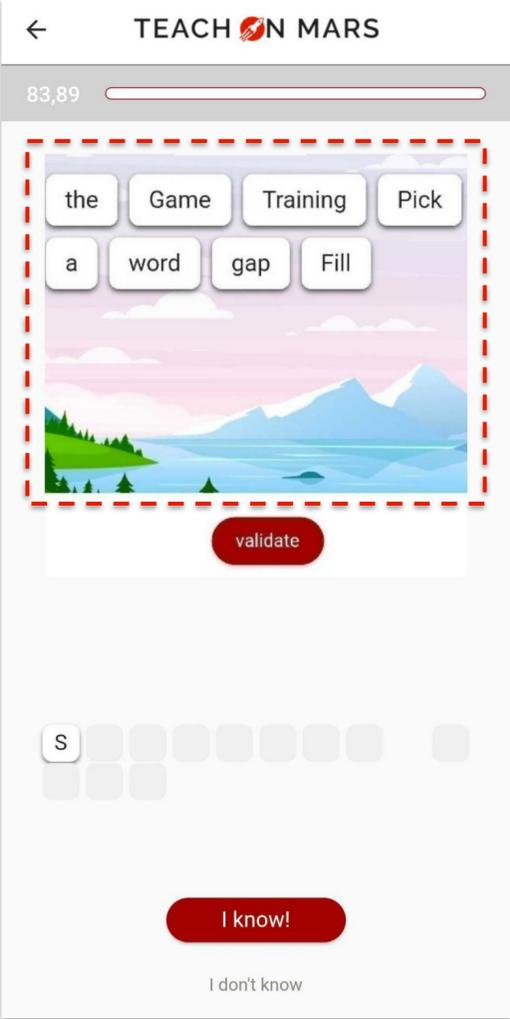
Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your rocket becomes a car, your car image will be called cursor.png

FLASH GAME

Components	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Wallpaper -</p>	<p>768 x 1024 px</p> <p>JPG Excel design matrix</p> <p>JPG / JPEG / PNG web authoring</p>	 <p>The preview shows a mobile application interface. At the top, there is a navigation bar with a back arrow and the text 'TEACH ON MARS'. Below the navigation bar is a progress indicator showing '20%'. The main content area features a red background with a white circular logo containing a hand holding a rocket. The text 'Is the Flash Game a scored activity?' is displayed above the logo.</p>

Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your background image becomes a sunset, your background image will be called background.jpg

GUESS WHAT

Component	Format	Preview
<p data-bbox="473 883 1116 986">IMAGE ACCOMPANYING THE QUESTION</p> <p data-bbox="496 1071 1092 1159">N.B: same format required whether there are 1 or 4 images</p>	<p data-bbox="1509 930 1819 981">500 x 500 px</p> <p data-bbox="1349 1028 1979 1116">JPG Excel design matrix JPG / JPEG / PNG web authoring</p>	

Names are official denominations you will use to personalise each component when using Excel design matrix.
E.g.: if your background image becomes a sunset, your background image will be called background.jpg

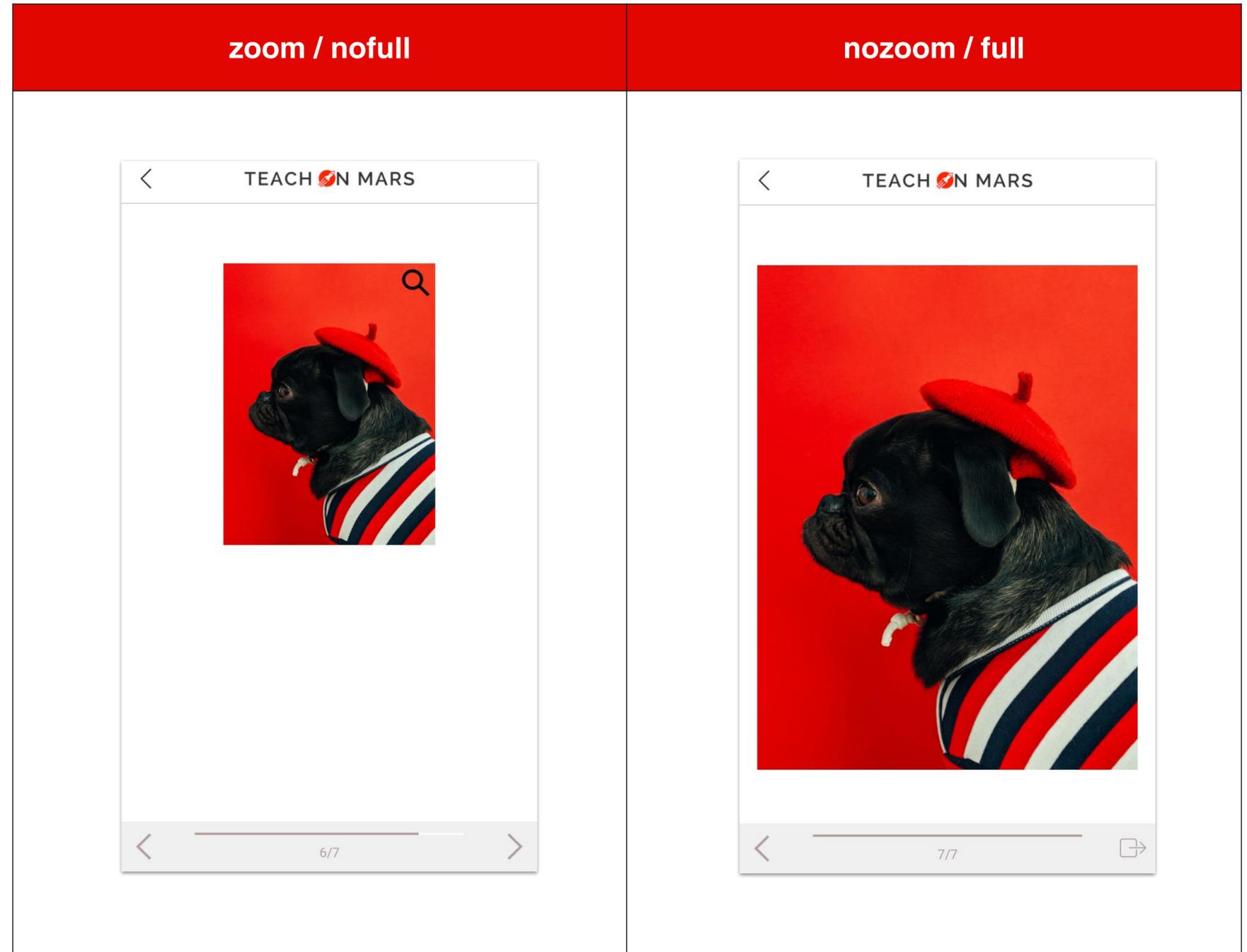
MOBILE COURSE 1/2

IMAGES IN MOBILE COURSE

Supported media formats: JPG / JPEG / PNG

Format: Width **768 px x free height**

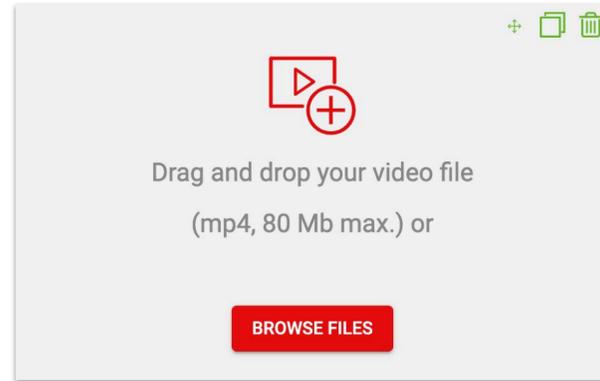
- For illustrations, choose landscape orientation. Images must be in RVB not CMJN, resolution 72 px
- Name in Excel design matrixes: [media: my-image.jpg] or my-image.jpg For columns only containing images my-image = name of your image file
- By default: non-full and zoomable. So that the image appears in full and/or in non-zoomable: [media: my-image.jpg,full,nozoom]



MOBILE COURSE 2/2

AUDIO

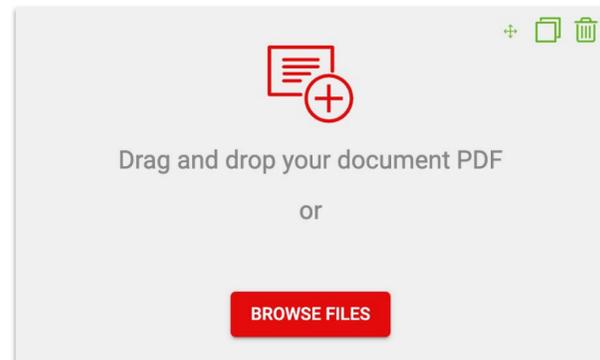
Supported media format: MP3
Format : **80 Mo. max**



Name in Excel design matrixes:
[media: name.of.your.audio.mp3]

DOCUMENT

Supported media format: PDF



Name in Excel design matrixes:
[[media: name.of.your.doc.pdf]

VIDEO

Supported media formats: MP4 in h.264

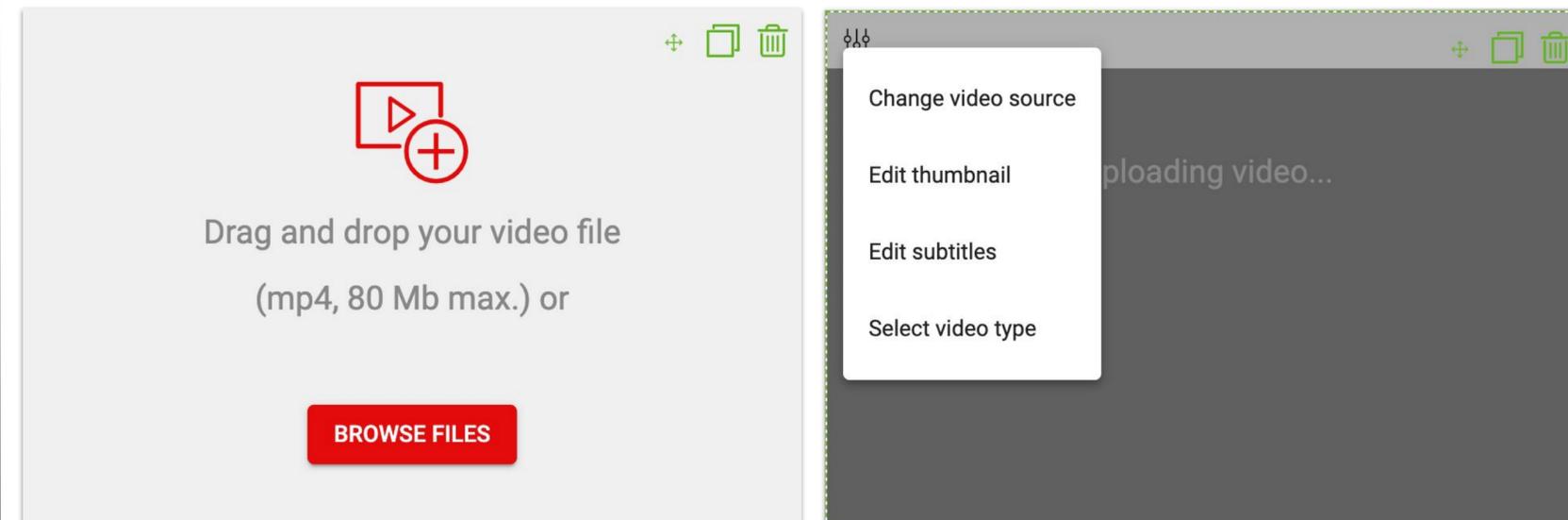
Format : **720p recommended, max. size 80 Mo**

Name in Excel design matrixes:

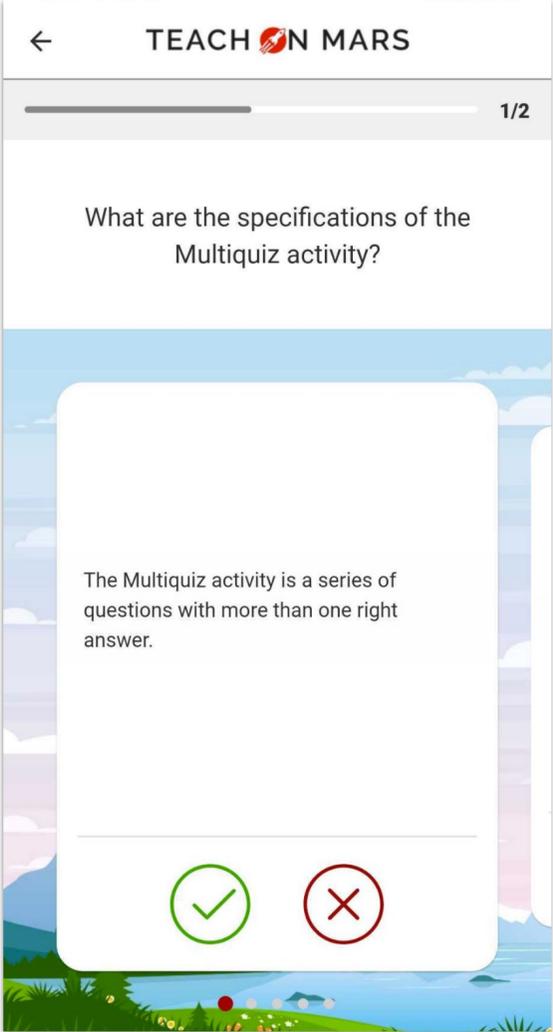
- video [media: name.of.your.video.mp4]
- thumbnail (jpg: my-video-thumbnail.jpg)

Subtitling :

- The subtitling file must have the same name as the video file
- format **.srt.**
- Encoding in **UTF-8.**

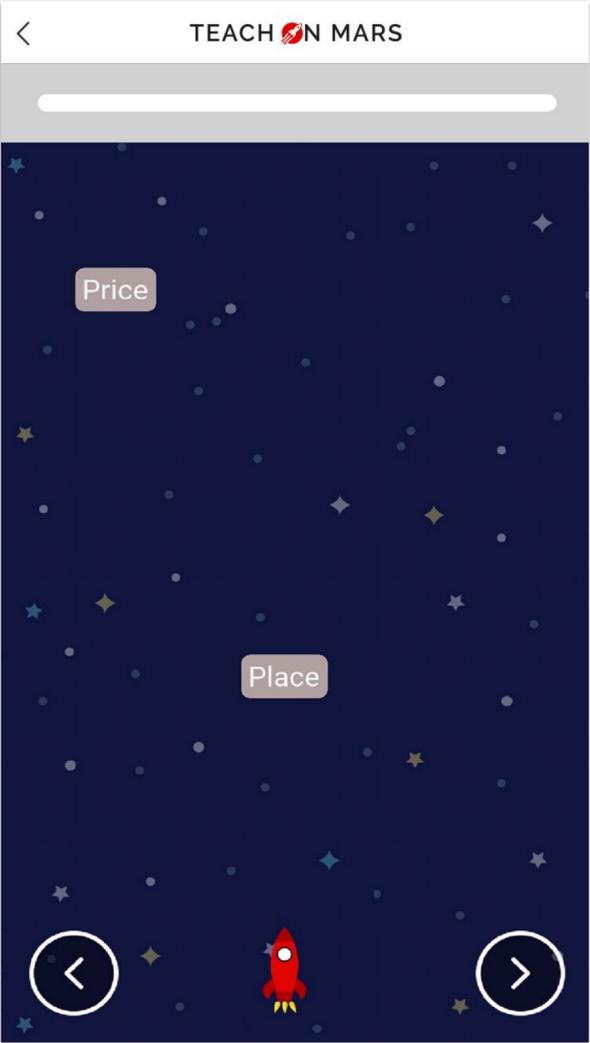
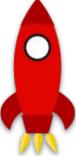


MULTIQUIZ

Component	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Wallpaper -</p>	<p>760 x 900 px</p> <p>JPG Excel design matrix JPG / JPEG / PNG web authoring</p>	

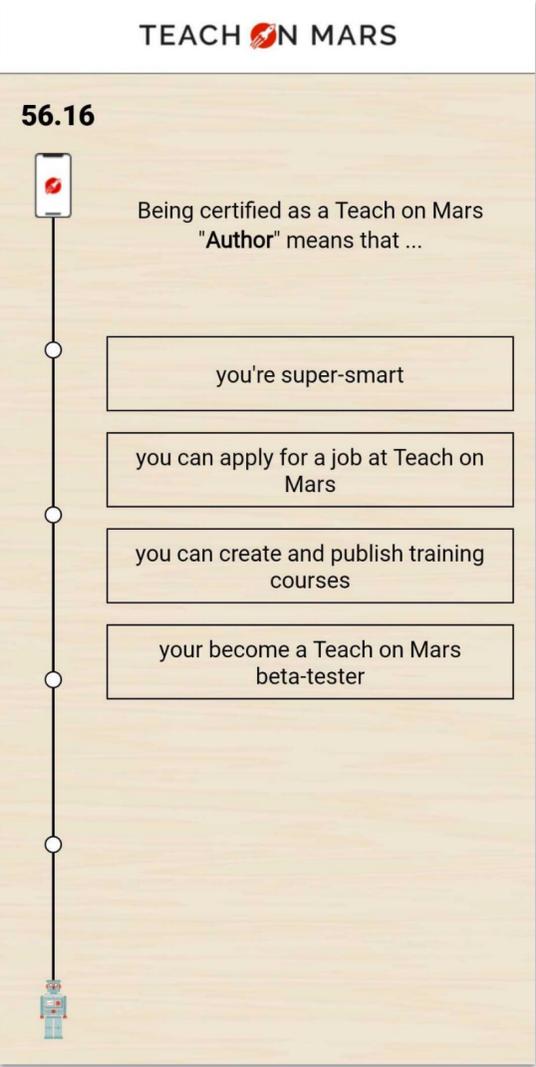
Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your background image becomes a sunset, your background image will be called background.jpg

PICK A WORD

Components	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Wallpaper -</p> 	<p>768 x 1528 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p> <p><i>The image is stacked vertically several times during the game. As a result, the top and bottom of the image must correspond to avoid a visual transition.</i></p>	
<p>CURSOR</p> <p>- Image showing the different answers -</p> 	<p>150 x 240 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

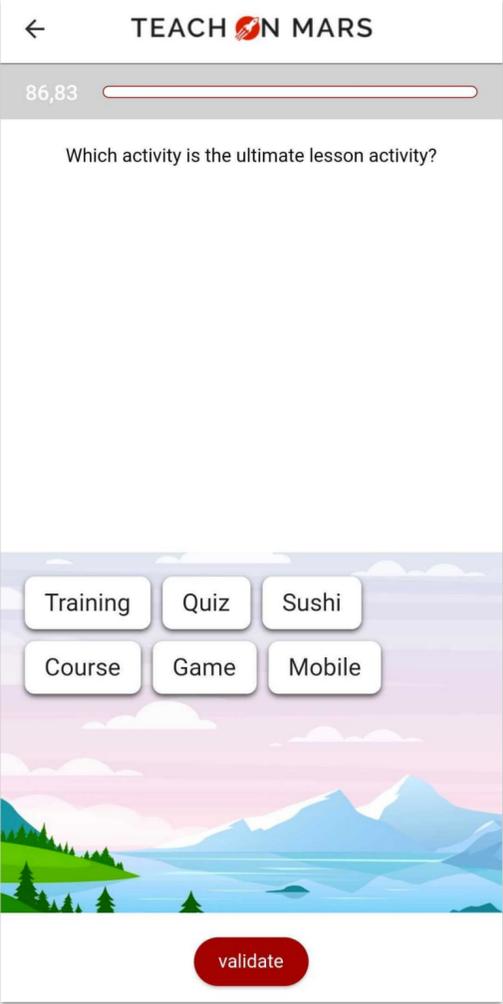
Names are official denominations you will use to personalise each component when using Excel design matrixes.
 E.g.: if your rocket becomes a car, your car image will be called cursor.png

QUIZ GAME

Components	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Wallpaper -</p> 	<p>768 x 1024 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>CURSOR 1</p> <p>- Image representing the learner's progression -</p> 	<p>50 x 100 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>CURSOR 2</p> <p>- Image representing the progression of the opposing learner -</p> 	<p>50 x 100 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>TARGET</p> <p>- Image presenting the end stage (target) of the activity -</p> 	<p>50 x 50 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

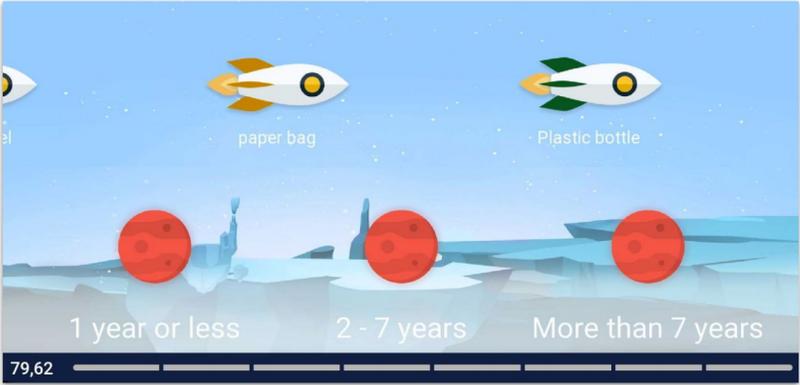
Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your rocket becomes a car, your car image will be called cursor.png

SCRAMBLE GAME

Components	Format	Preview
<p style="text-align: center;">BACKGROUND IMAGE</p> <p style="text-align: center;">- Wallpaper -</p>	<p style="text-align: center;">750 x 660 px</p> <p style="text-align: center;">JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

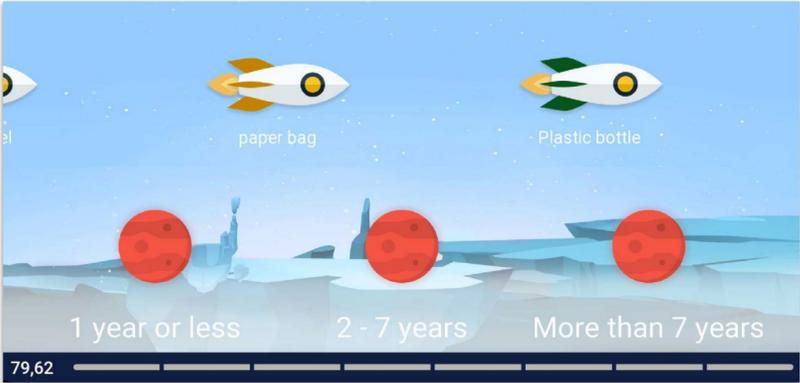
Names are official denominations you will use to personalise each component when using Excel design matrixes. E.g.: if your background image becomes a sunset, your background image will be called background.jpg

SUSHI GAME 1/2

Components	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Upper background image -</p> 	<p>1334 x 112 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>CONVEYOR BELT</p> <p>- Image for the conveyor belt -</p> 	<p>1334 x 228 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>BACKGROUND BOTTOM</p> <p>- Lower background image -</p> 	<p>1334 x 375 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

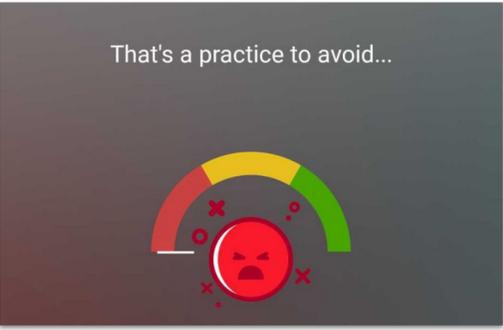
Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your background image becomes a sunset, your background image will be called background.jpg

SUSHI GAME 2/2

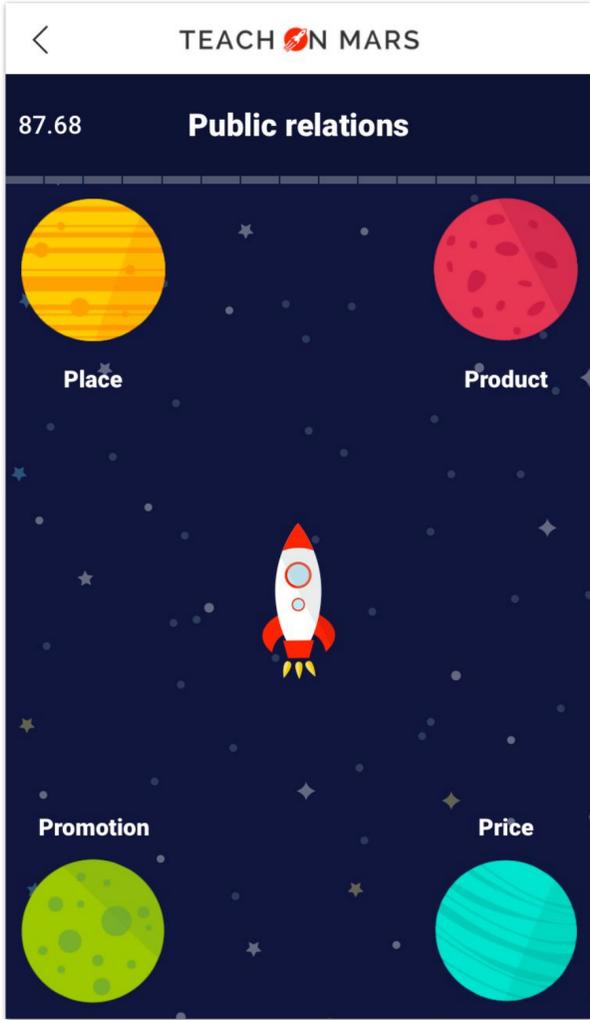
Components	Format	Preview
<p>CATEGORY 1, 2 & 3</p> <p>- Visuals illustrating the categories -</p> 	<p>380 x 238 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>If you add 'word' answers, the words will be displayed on the sushi (see example on the right)</p> <p>SUSHI 1, 2, 3</p>	<p>468 x 260 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>If you add 'image' answers, the images will be shown alone, without the 'sushi' supports (e.g. on the right)</p> <p>ANSWER IMAGE</p>	<p>468 x 260 px</p> <p>PNG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

The names are official marks that you use to personalise each element when using Excel design matrixes.
E.g.: if your sushi becomes a hamburger, your hamburger image must be called sushi1.png

TRAINING GAME

Components	Format	Preview
<p>CORRECT ANSWER FEEDBACK</p> <p>- Displayed when the learner picks the correct answer -</p>	<p>288 x 288 px</p> <p>PNG</p>	
<p>NEUTRAL ANSWER FEEDBACK</p> <p>- Displayed when the learner picks the neutral answer -</p>	<p>288 x 288 px</p> <p>PNG</p>	
<p>WRONG ANSWER FEEDBACK</p> <p>- Displayed when the learner picks the wrong answer -</p>	<p>288 x 288 px</p> <p>PNG</p>	

WORDSPOOL

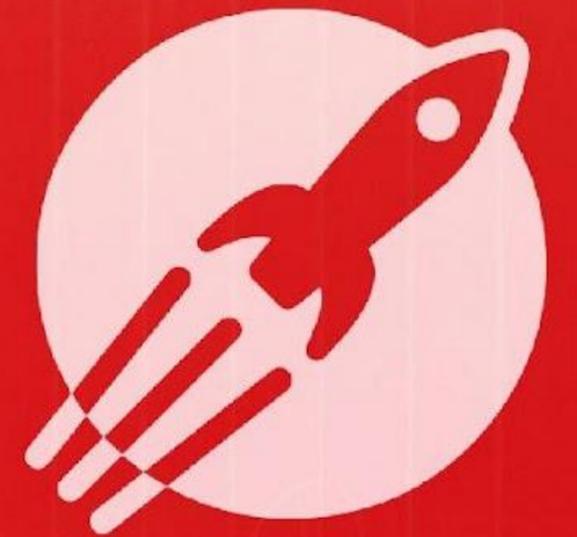
Components	Format	Preview
<p>BACKGROUND IMAGE</p> <p>- Wallpaper -</p> 	<p>750 x 1246 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	
<p>CURSOR</p> <p>- Cursor to move to a category -</p> 	<p>200 x 200 px</p> <p>PNG</p>	
<p>CATEGORY 1, 2, 3, 4</p> <p>- Illustrative visuals of the categories -</p> 	<p>200 x 200 px</p> <p>JPG – Excel design matrix JPG / JPEG / PNG web authoring</p>	

Names are official denominations you will use to personalise each component when using Excel design matrixes.
E.g.: if your rocket becomes a car, your car image will be called puck.png

COMMUNICATIONS

ALL THE FORMATS

Everything you need for
designing
communications.



WALL SLIDER

WALL SLIDER (CARROUSEL)

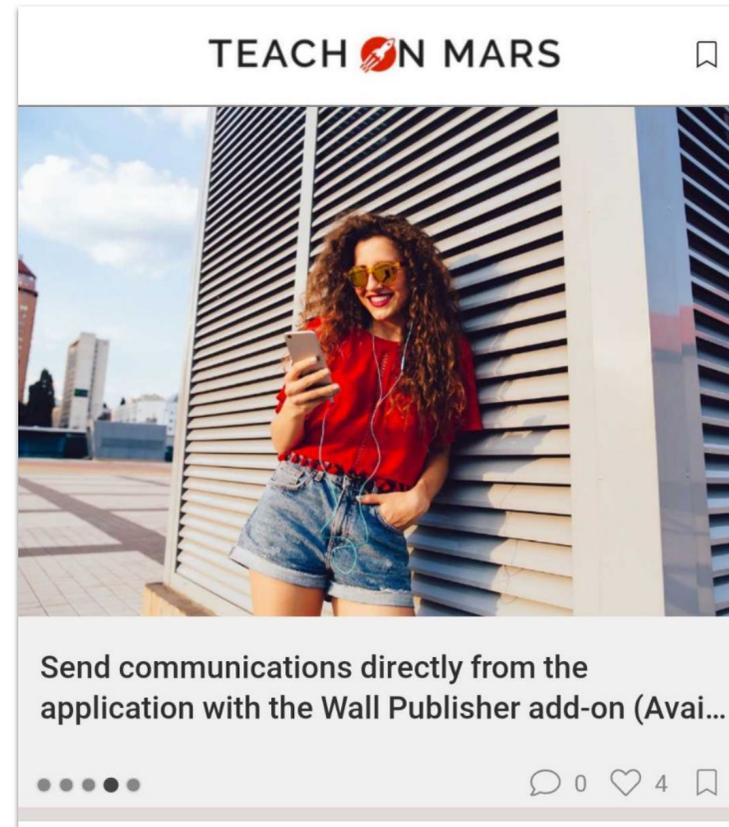
Supported media format: JPG / JPEG / PNG

Format: **750 x 545 px**

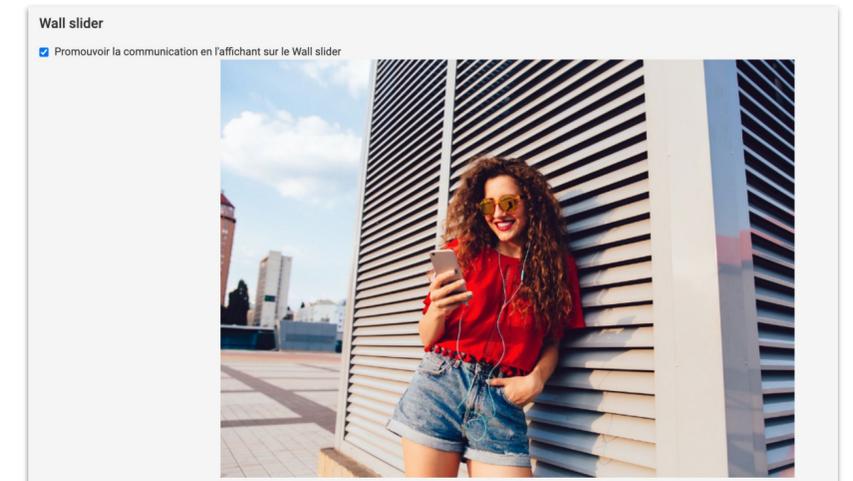
Up to 5 communications can be pinned in the wall slider.

For illustrations, choose a landscape orientation. Images must be in RVB not in CMJN, 72 px resolution.

In the application



In the Mission Center



IN APP - TYPES OF COMMUNICATIONS

MANAGE THE DIFFERENT COMMUNICATION TYPES

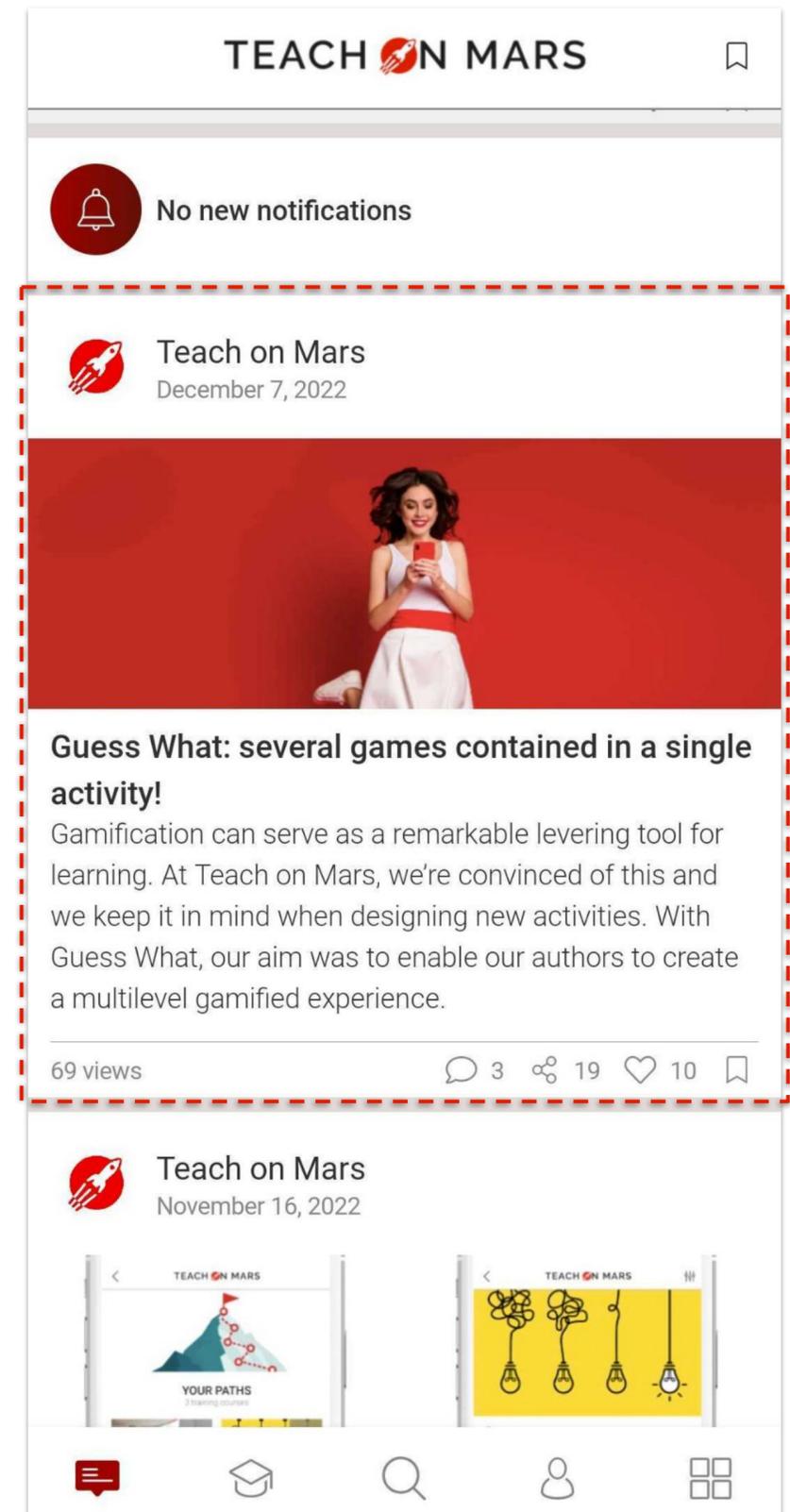
5 types of communications on the wall:

Communication type

					
Article	Video	Web link	Image	Training course	Short text
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ARTICLE

- **Click requirement:** articles are the only communications that require a click to access what follows.
- **Statistics:** this is the only communication for which the number of views goes up.
- **Article cover image:**
 - Supported media formats: JPG / JPEG / PNG
 - Format: **750 x 270 px**
- **In articles, you can add all the following components:**
 - Title
 - Text
 - Quotation
 - Image
 - Video (mp4, 80 Mo max.)
 - Audio
 - Document (=pdf)
 - Link
 - Course (=link to a course)



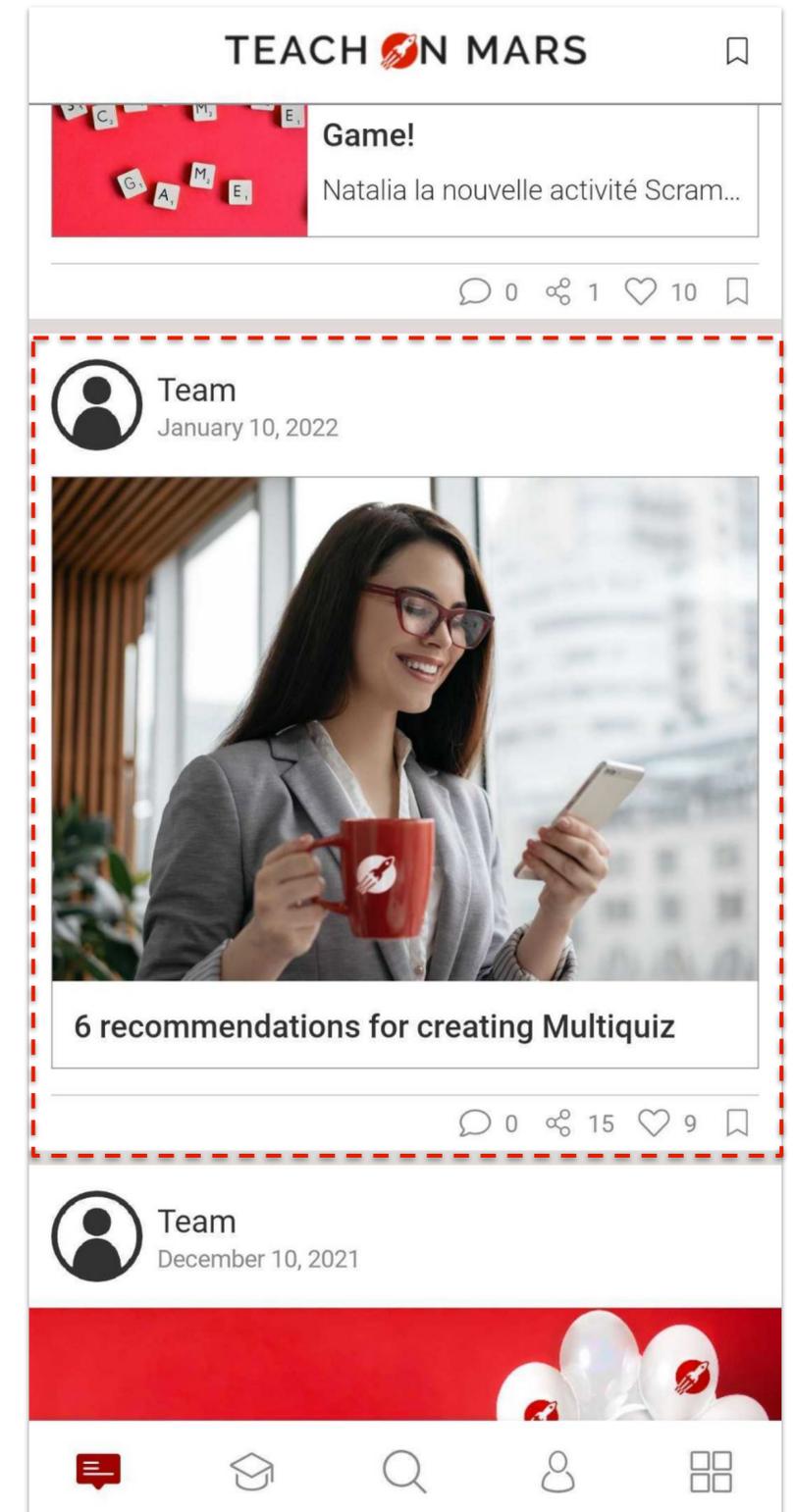
VIDEO

- **Easy to play:** the video can be played directly from the wall.
- **Format required :**
 - Video URL
 - Or video in **MP4 720p** format, maximum size: **50 Mo**
- **Top tip:** add a customised miniature (**750 × 535 pixels**) to illustrate your video.



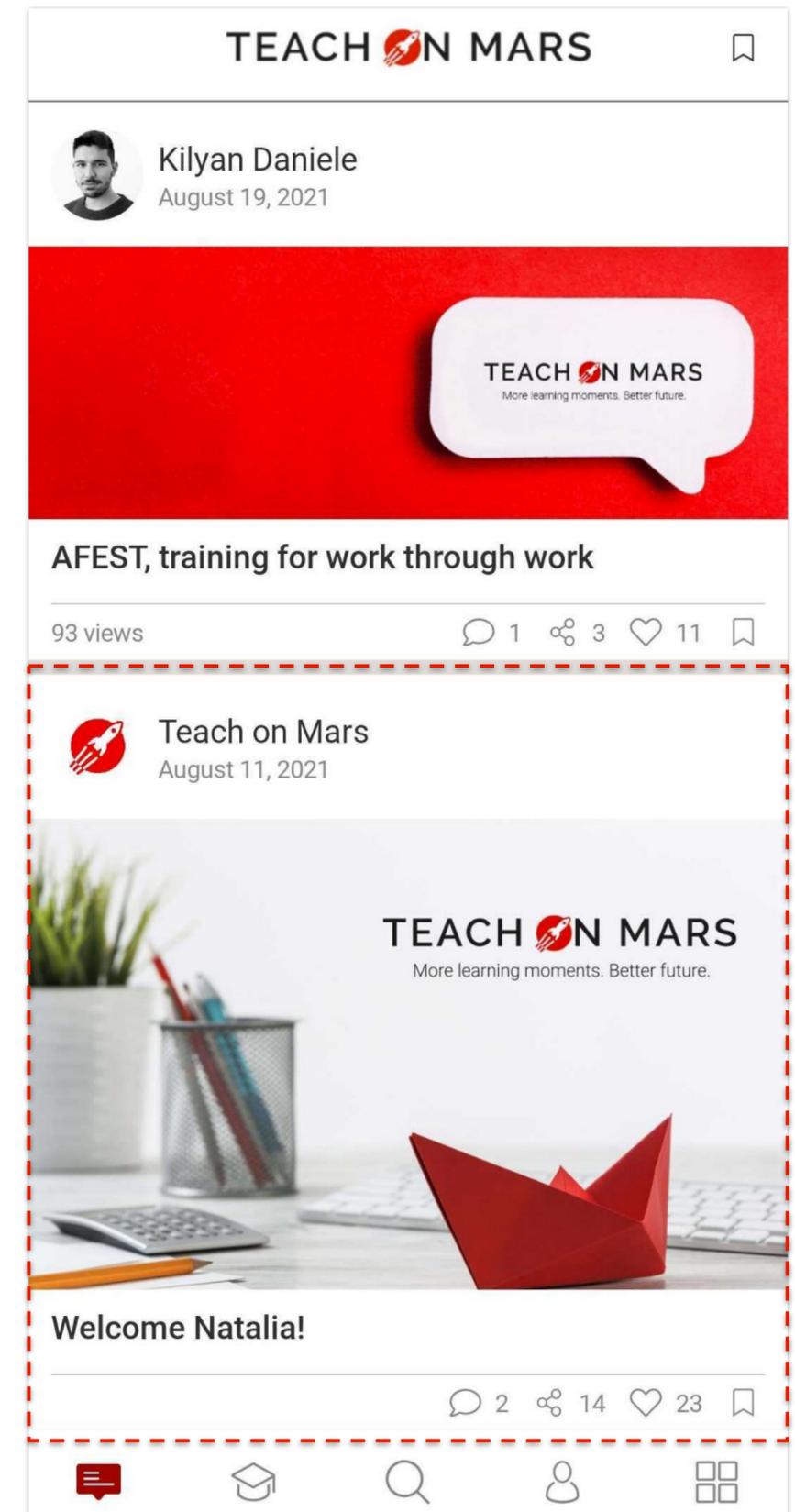
WEB LINK

- **Easy access:** direct link from the wall.
- **Format required:** URL
- **Top tip:**
 - Useful for sharing links to your website/intranet/social networks.
 - By clicking the box at the top, learners return to the app.
 - N.B: learners can ‘stay’ on your link and not return to the app.



IMAGE

- **Easy to view:** the image can be viewed directly in the feed without clicking.
- **Format required:** image in **750 × 535 pixels**
- **Top tip:** add an image without too much detail, otherwise it will be hard to view.



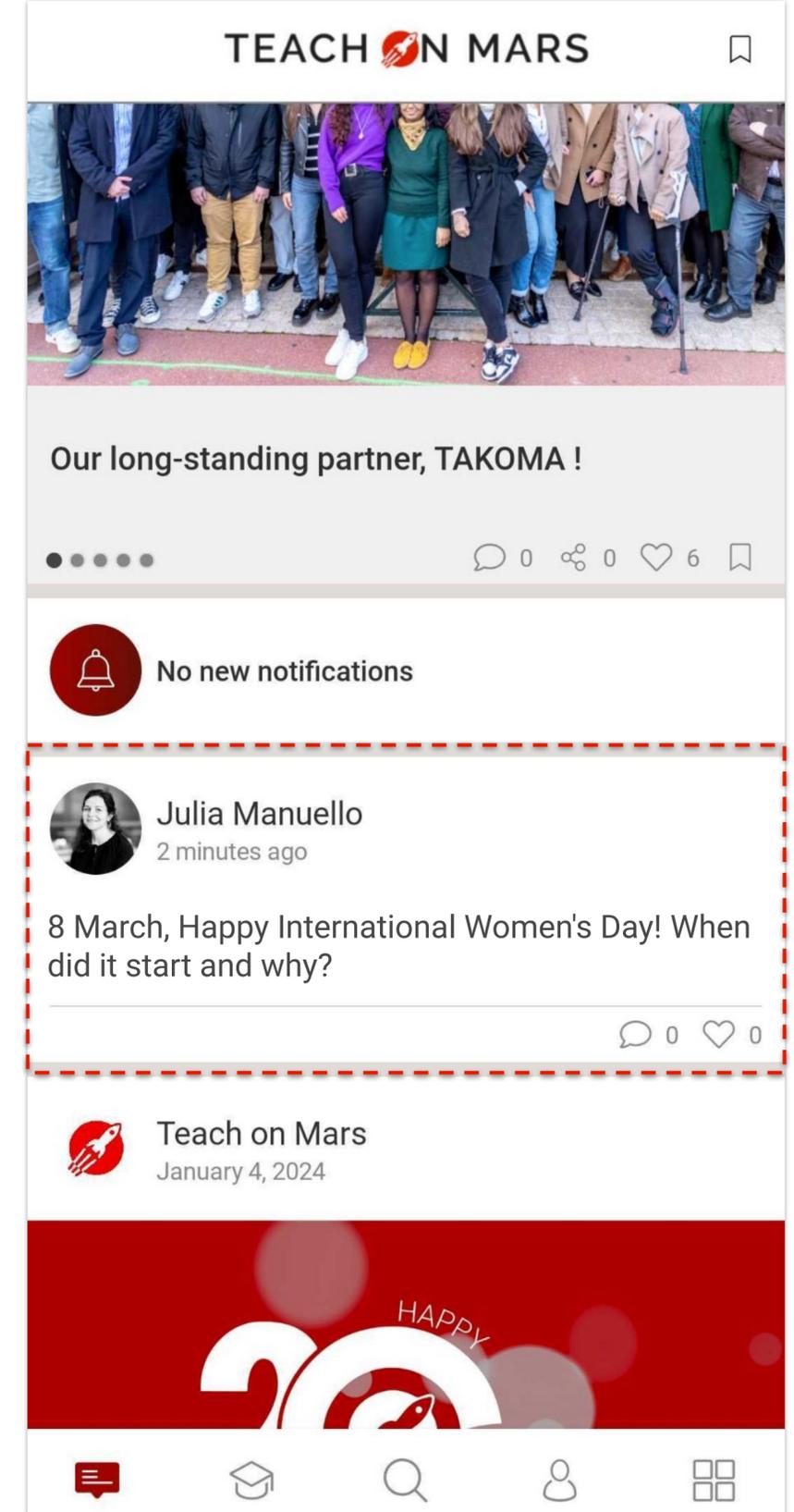
TRAINING COURSE

- **Easy access:** learners arrive directly at the course by clicking on the link.
- **Format required:** published course
- **Top tip:** check that the course is also shared among recipients of the publication.

The screenshot shows a social media feed from 'TEACH ON EARTH'. The top header features the organization's logo and name. Two posts are visible, each with a profile picture, name, and date. The first post, dated September 17, 2022, features a yellow graphic with the 'WORLD CLEANUP DAY' logo and the text 'World CleanUp Day'. The second post, dated June 8, 2022, features a blue underwater image of a manta ray and the text 'Become a Seacleaner!'. Below the second post, there are icons for comments (0), shares (0), likes (3), and a bookmark icon.

SHORT TEXT

- **Easy access:** learners read the short message directly.
- **Format required:** text 200 characters max.
- **Top tip:** useful for sharing a short message with your learners (celebrations, information messages, etc.)



TEACH ON MARS

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