PARTNER & MEDIA GUIDE 2020

AN INITIATIVE BY

In partnership with **UNESCO**

United Nations Educational, Scientific and Cultural Organization

Federal Ministry for Economic Cooperation and Development

Irish Aid
Rialtas na hÉireann
Government of Ireland

Google

SAP

YouthMobile

ACW creates opportunities for young Africans to learn coding skills for free

...and for teachers to be trained on digital learning curricula across the continent.

3.85 M youth and 39,000 teachers participated in 2019.

WELCOME TO AFRICA'S LARGEST DIGITAL LITERACY INITIATIVE

SAP

New ACW App

1

to facilitate online learning via Smartphones & provide mobile-friendly resources

AfriCANCode Challenge

2

A continent-wide coding competition for students aged 8 to 16

Expanding our Reach

3

With support from UNESCO, ADEA & Irish Aid ACW to scale impact across all 54 countries

Virtual Train-the-Trainer Sessions

4

Organized on collaborative platforms for teachers across Africa

WHAT'S NEW IN 2020?

AFRICA CODE WEEK

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AN INITIATIVE BY **SAP**
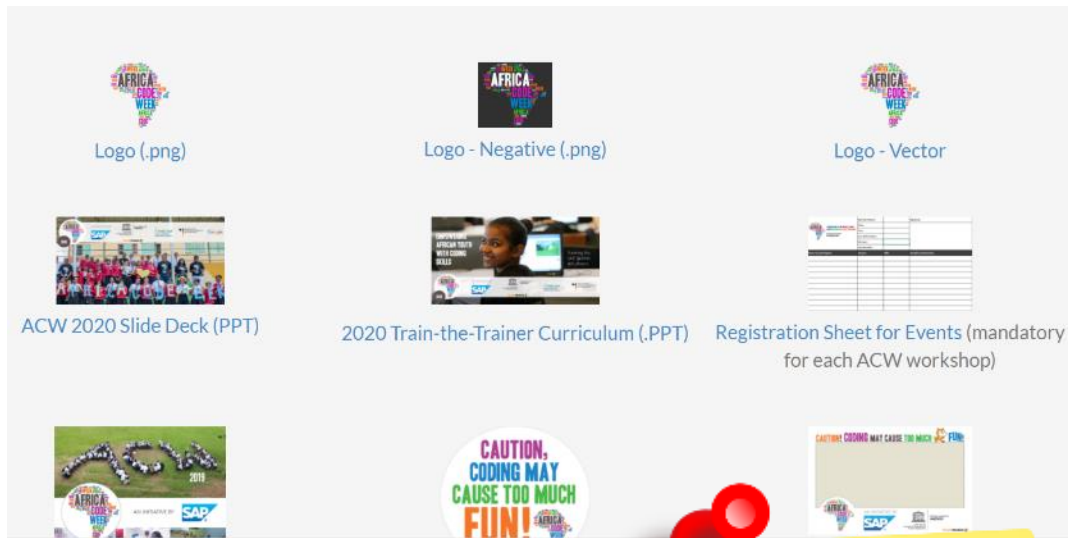
1. COMMUNICATIONS MATERIALS

AN INITIATIVE BY SAP

The [Africa Code Week Library](#) of Content & Resources is ready. There you will find everything you need to prepare your events.

We recommend that you visit this Library on a regular basis as it is updated regularly in the run-up to October events.

Logo (.png)

Logo - Negative (.png)

Logo - Vector

ACW 2020 Slide Deck (PPT)

2020 Train-the-Trainer Curriculum (.PPT)

Registration Sheet for Events (mandatory for each ACW workshop)
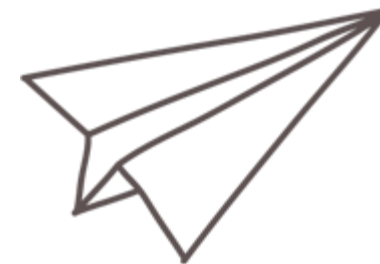
What you will find:
- Briefing Documents
- Templates for shirts & goodies
- Customizable Posters
- Logos
- Flyers
- Slide Decks
- And so much more!

NEED CUSTOMIZED COLLATERAL?

Please send your request specifying sizes and output formats to:

ambassadors@africacodeweek.org

BRANDING GUIDELINES - LOGOS

The following partner logos must be displayed on all official ACW collaterals:

Your own logos can be added below or after (but never above or before). Let's take Jokkolabs as an example:

BRANDING GUIDELINES - T-SHIRTS

T-shirts must follow this specific layout:

- Mandatory logos must be placed and sized correctly.

- Your logo(s) can only go on one of the left sleeve: 2 logos maximum allowed.

- Your logos(s) cannot be repeated. Only the SAP logo is to be repeated as per the following layout.

- Ready-to-print design pack available here!

PARTNER LOGOS (2 MAX) ON LEFT SLEEVE **MAX 8 CM WIDE**

FRONT AREA: A3 FORMAT

AN INITIATIVE BY

IRISH AID ON RIGHT SLEEVE **8 CM WIDE**

POWERING OPPORTUNITY THROUGH DIGITAL INCLUSION

BACK AREA: A3 FORMAT

BRANDING GUIDELINES

POSTERS

PULL-UP BANNERS
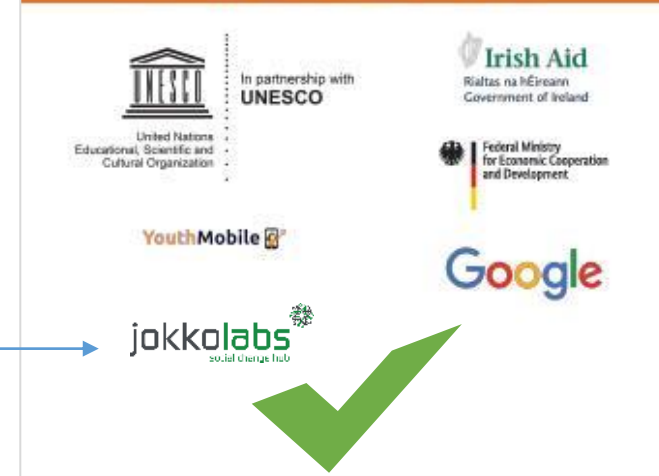

Here you can specify your country dates & add a custom text.

Here you can add your logo(s) – 2 maximum.

Your logo(s) can only go at the bottom of the banner, as per the Jokkolabs example:

FONTS AND COLORS

Purpose	Font Name	Link to download
Headers, subtitles, graphics	'Headline One'	http://www.dafont.com/headline-hplhs.font or JAM Page
Paragraphs, text blocks, text blocks in graphics	'Segoe UI Light'	Should be installed with your MS Office Pack. If not: http://ufonts.com/download/segoe-ui-light/77996.html

| Color	HEX	R	G	B	Pantone
Pink	#c51cb2	197	28	178	247C
Blue	#0083ca	0	131	202	660C
Orange	#ee6e16	238	110	22	158C
Green	#33b830	51	184	48	361C
Grey	#5d5151	93	81	81	411C

AN INITIATIVE BY SAP

2. **TEACHING** RESOURCES

1. NEW! ONLINE TRAINING

The best of Africa Code Week in one app:
access dedicated teaching and learning resources
anytime, anywhere from your Android device.

- Select your profile
- Pick your language
- Access the right course(s) for you
- Mark content as favorite
- Locate an ambassador near you

SAY HI TO THE APP !
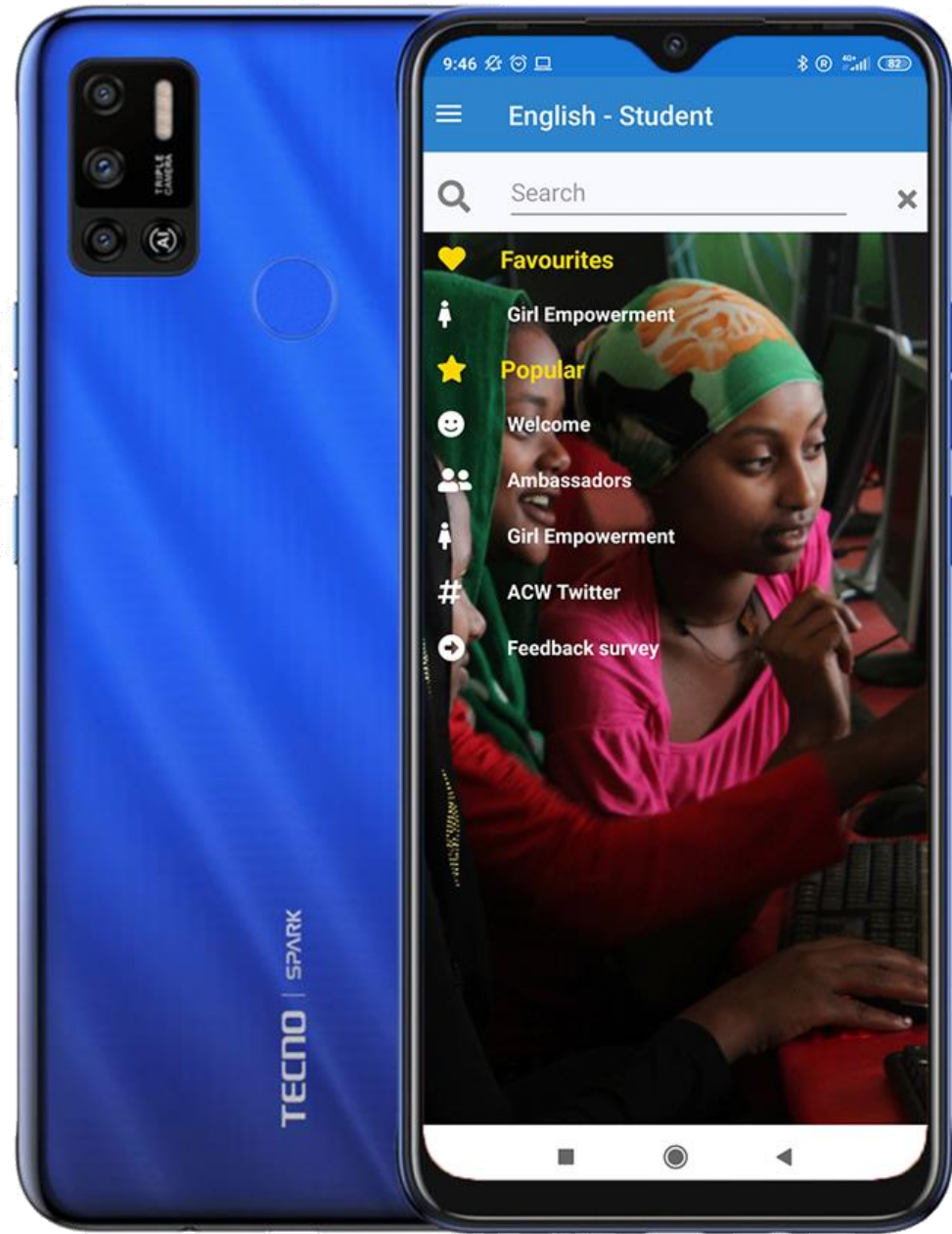
2. TEACHER TRAINING

We have developed a step-by-step, comprehensive curriculum to empower teachers all over Africa! You can:
- Use it to host a teacher training session
- Use it to get trained with other teachers (group activities involved) and/or;
- Use it with your students.

CONTENTS:

- ACW Master Instructor's guide - Computation Thinking and 21st Century Skills activities
- Scratch Resources:
    - Step-by-step Teacher's guide
    - Software (2.0 & 3.0)
    - Game cards
    - Script for TTT workshops
    - Video Tutorials
    - Etc.

DOWNLOAD NOW
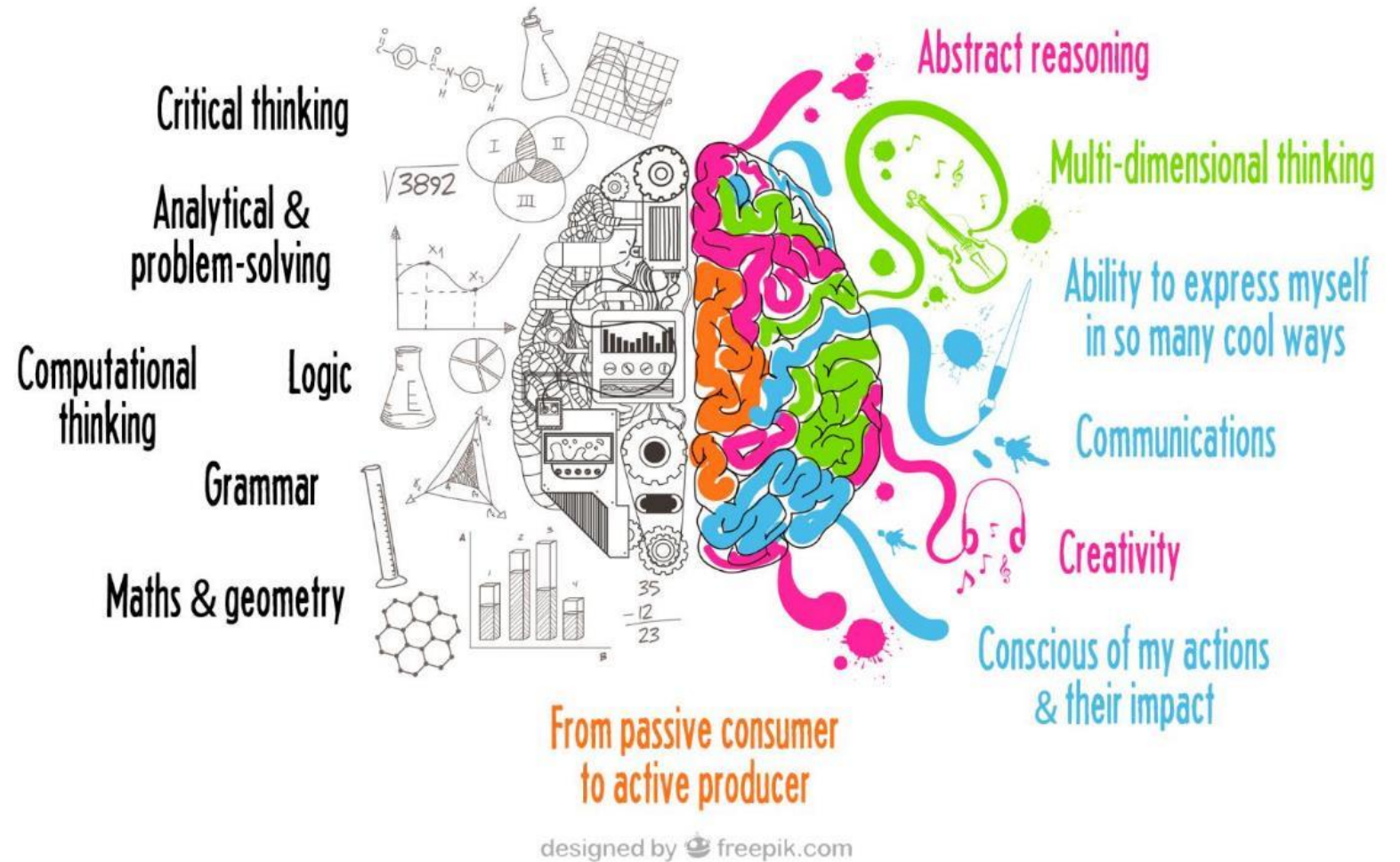
3. STUDENT TRAINING

That's right. Coding is the closest thing to a superpower than can be taught in this day and digital age...

CODING IS A CROSS-CURRICULAR SUBJECT

Once you master the basis and start writing lines of code, you can leverage this to start solving a variety of problems from virtually any other subject.

ETERNAL SUNSHINE OF A CODER'S MIND

When you learn coding, you learn how to analyze problems, break them down and look for computer-friendly solutions. This examining usually involves both processes and data, expressed through diagrams. These steps make your mind work hard in different ways, as you need to show an important level of abstraction to know what's relevant, how subsystems are connected, and what flows of information are included.

Critical thinking

Analytical & problem-solving

Computational thinking

Logic

Grammar

Maths & geometry

$\sqrt{3892}$

From passive consumer to active producer

Abstract reasoning

Multi-dimensional thinking

Ability to express myself in so many cool ways

Communications

Creativity

Conscious of my actions & their impact

designed by freepik.com

WHAT DO I NEED TO HOST A WORKSHOP?

A GROUP OF PEOPLE EAGER TO LEARN

Pupils, students, co-workers, friends, employees. Remember that 2 is a group already!

ONE OR MORE TEACHERS OR FACILITATORS

No need to be an expert programmer!

A PLACE TO BE AT

Don't try to stuff too many people in a windowless room for nobody enjoys coding with a headache.

COMPUTERS WITH BROADBAND INTERNET

Make sure they already have Scratch installed and provide participants with instructions on how to install on their own devices.

CHECKLIST FOR A SUCCESSFUL WORKSHOP

1. VENUE

- ❑ A quiet, ventilated area equipped with PCs (i.e.: classroom, meeting room, library, etc.)
- ❑ Room setup shall facilitate group exchange and teamwork.

2. HARDWARE & SOFTWARE

- ❑ PC workstations (the Scratch offline version allows you to run a workshop without Internet access).
- ❑ 1 mouse per workstation.
- ❑ 1 video projector per instructor.

3. SCRATCH SOFTWARE - OFFLINE VERSION

- ❑ You can download it here: https://scratch.mit.edu/download
- ❑ Scratch must be installed on every single PC before the workshop starts. Tutorials are available here:
  https://scratch.mit.edu/projects/editor/?tutorial=home
  (click on the globe icon in the top left corner to choose your language. Then click in the light bulb icon to access Tutorials.)

- ❑ On the openSAP platform, free MOOCs are available in self-paced mode to help you prepare for D-Day.

4. DURATION

- ❑ 90 to 180 minutes is the ideal duration for beginner workshops.

5. RATIOS

- ❑ 1 PC for 2 learners.
- ❑ 1 main instructor presenting Scratch with the video projector.
- ❑ Additional trainers/coaches scattered across the room to assist and guide children (typically 1 coach for 6/8 kids depending on their level).

6. ICING ON THE CAKE...

- ❑ Plan a little snack break!
- ❑ Request your Africa Code Week T-shirts and notepads!

A FEW MORE TIPS…

MAKE THE EVENT BEGINNER FRIENDLY…

Don't focus on the technicalities, try to show the fun and practical aspect of whatever technology is being used.

EVENT FORMAT IS UP TO YOU

But allow enough hands-on time for students to create something on their own.

USE WHATEVER TOOLS & TECHNOLOGIES YOU'RE MOST FAMILIAR WITH

Although we do recommend freely available open source tools and frameworks. Learning something completely new can be intimidating.

A SMILE AND A FRIENDLY ATMOSPHERE

Can help break the ice and make those, who don't consider themselves "technical" at ease.

CLASSROOM GUIDELINES

GENDER-BALANCED GROUPS	SAFE ENVIRONMENT
COLLABORATION	ACTIVE LISTENING
EQUALITY	ASSIGNING ROLES
RESPECT	NON-STEREOTYPICAL ROLES
TAKING TURNS	GROUP DYNAMICS
OBSERVING TEACHER	

Suggestions made by the EQUALS Skills Coalition

EQUALS
GLOBAL PARTNERSHIP

CAUTION! **CODING** MAY CAUSE TOO MUCH **FUN!**

3. MEDIA / SOCIAL MEDIA GUIDE

AN INITIATIVE BY **SAP**

Media coverage & exposure is a great way to amplify the ACW program and gain support from all the initiatives stakeholders, from teachers, to youth, Government etc.

However, it is important to follow media guidelines and protocol during the live workshop engagement activities.

The below provides useful tips and tools to help you share the excitement around Africa Code Week across your social media channels.

MEDIA GUIDE INDEX

THE ADVANTAGES OF A MEDIA PROGRAM FOR YOUR ORGANIZATION

Throughout the program you can use media to drive awareness, share your story, cultivate relationships and open two-way communications with advocates:

- Leverage the ACW initiative to promote your company values on the local and international media space;

- Drive awareness of your organizational goals, aspirations and community initiatives;

- Drive traffic to your website and social media platforms;

- Position your company as a key actor within the technology & digital education scene, as an organization dedicated to fostering e-skills & talents among Africa's youth;

- Become part of a global network of organizations talking about ACW.

YOU CAN UTILIZE THE MEDIA TO PROMOTE ACW WORKSHOPS AND ACTIVITIES IN THE FOLLOWING WAYS:

SEPTEMBER - OCTOBER: TRAIN THE TRAINER (TTT) SESSIONS

Invite media to attend and report on the workshops, designed to educate the teachers in preparation of the live events.

OCTOBER: LIVE CODING EVENTS

Invite media to witness coding workshops in action. You can offer them interviews & picture opportunities, or to physically partake in the workshops.

2021: OFFICIAL RESULTS

Once the results have been compiled and communicated to the press by the global ACW team, you can showcase results for your country across your channels. NB: Please do not communicate your results before the global ACW team has.

ONGOING: TALENT PROFILING

Do you know of amazing ACW talent that is helping to make a difference? Master instructors, students, ambassadors, Government officials? Feel free to contact the SAP ACW communications team so we can put your ACW heroes in the spotlight!

SOCIAL MEDIA

Talk and engage with media via social media. Tweet at them or tag them in your posts when uploading images or newsworthy event information to help grasp their attention.

A **STEP-BY-STEP GUIDE** FOR MEDIA ENGAGEMENT

Timing	Series of activities	Top Tip
Prior the event	An email will be sent to your local media (with you on CC), to introduce them to ACW 2019, explain what TTT is about and invite them to join your local event.	Monitor RSVP's and capture details should media respond. Saving follow-up calls closer to the date.
1 week before	Send an invitation email to the media in your country, detailing the date, time and location of the TTT event.	
1 day before	Send a reminder email to the media in your country, reminding them of the date, time and location of the TTT event.	
During the event	Personally welcome and greet your media guests upon arrival at the event. Facilitate discussions & interviews between the media & teachers, government representatives and your organization. Take pictures during the TTT and share these on our upload platform (see page 42) and / or social media.	Name tags to identify media always help Ensure that you are the journalists' point of contact throughout the event. Distribute event pictures as soon as possible – media, social media and to the ACW support team.
After the event	Please send all media clippings to adam.hunter@sap.com	Track your local websites, social media and websites daily to see if stories and coverage appears.

TRAIN-THE-TRAINER EVENTS

MEDIA COVERAGE EXAMPLES

ITAU to Partner with Africa Code Week in Promoting Digital Skills Training

Rogers Mukalele | Posted on July 27, 2020

iAfrica
HOME   NEWS   BUSINESS   SPORT   LIFESTYLE   TRAVEL   WEATHER

Home › MONEY & BUSINESS

MONEY & BUSINESS

Africa Code Week Shines Spotlight on Teacher Empowerment in eSwatini

2019 Africa Code Week: Kogi teachers benefits from training

Thursday, October 10, 2019 11:55 am | Nigeria News | 0 Comment(s)

Some of the trainers from " Coder in Africa" initiative. Kogi teachers undergo training in Coding. Photo via NAN

No fewer than 700 teachers in Kogi are undergoing training on "Coding' in Information Communication Technology (ICT) to mark the 2019 Africa Code Week.

Mrs. Rosemary Osikoya, Commissioner for Education, Science, and Technology, disclosed on Thursday this at two-day ICT training for teachers at Nigeria Korean Friendship Institute (NKFI) in Lokoja, tagged: "Africa Code Week."

Teachers in Ghana empowered to drive 21st-century skills development among youth

« Prev | Next » | Comments (4)

More than 560 teachers took part in this year's Africa Code Week (ACW) Train-the-Trainer workshops over four days in Accra and Kumasi as part of this year's efforts to drive 21st-century skills development among African youth.

Now in its fourth year, ACW instils 21st-century skills among African youth with a key focus on sustainable capacity-building and female skills development and training. Introduced in 2015 by SAP CSR EMEA, the initiative is now actively supported by key partners UNESCO YouthMobile, Google and the German Federal Ministry for Economic Cooperation and Development (BMZ)

Some of the participants of the 'Train-the-Trainer workshop

AU) has reached a new partnership with Africa Code Week to

tions for schools to teach children programming from an early at learning how to program at a young age sets up a child for a tries, including Uganda, however, the earliest one is exposed to

A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

ACW LIVE CODING SESSIONS

Timing	Series of activities	Top Tip
1 month before	Send an invitation email to the media in your country, detailing the date, time and location of the ACW event.	
1 week before	Send a reminder email to the media in your country, reminding them of the date, time and location of the ACW event.	
2 days before the event	Personally call and remind the journalists who have confirmed attendance of the event and time it will be taking place.	• Capture names and mobile numbers in case of an emergency, should you need to get hold of them. • Find out if you media would like to partake in a code workshop. • If TV are attending, what are their requirements and who would they like to interview and capture for footage purposes?
During the event	• Personally welcome and greet your media guests upon arrival at the event. • Facilitate discussions & interviews between the media & teachers, government representatives and your organization. • Take pictures during the workshop and share these on our upload platform (see page 42) and / or social media.	• Name tags to identify media always help • Ensure that you are the journalists' point of contact throughout the event. • Distribute event pictures as soon as possible – media, social media and to the ACW support team.
After the event	Please send all media clippings to adam.hunter@sap.com	Track your local websites, social media and websites daily to see if stories and coverage appears.

ACW LIVE CODING SESSIONS

MEDIA COVERAGE EXAMPLES

iAfrica HOME NEWS BUSINESS SPORT LIFESTYLE TRAVEL WEATHER

Home ▸ MONEY & BUSINESS

MONEY & BUSINESS

Africa Code Week Shines Spotlight on Teacher Empowerment in eSwatini

Schools

Witbank High learners introduced into Coding skills

Computer Science Education Week

· November 13, 2019

Solly Maseko   🔖 Less th

TOP OF THE WORLD

Some of the thousands of youngsters who benefited from the Africa Code Week.
Photo by CAJ News

Coding gets nod from young people

ABOUT 427 000 young people from 30 African countries completed training during the recently concluded Systems Applications Products Africa Code Week.

Africa Code Week is a continent-wide initiative to spark the interest of African kids, teenagers and young adults in software coding.

STARTUPS

Seed stage investing: Why it matters for Africa's startup, innovation community

STARTUPS

2019 Africa Code Week: Webfala Digital trains over 1000 students on coding

Published 10 months ago on November 4, 2019
By techeconomy

As part of activities marking the 2019 edition of Africa Code Week (ACW), a digital marketing company based in Kwara State, Webfala Digital Limited has trained over 1000 young students on scratch coding.

The ACW, an initiative of SAP Africa and supported by Google, UNESCO, and Cape Town Science Centre, aims to empower young African students with the digital skills and coding they need to navigate the digital age.

FitFlop Vessily Tout Noir   FitFlop Lottie Marron

A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

MEDIA CONFERENCE

Timing	Series of activities	Top Tip
1 month before	• Determine and secure key stakeholders to be present at the conference in order to provide commentary and overview success of the programme. • Send an invitation email to the media in your country, detailing the date, time and location of the media conference.	Identify your key /priority media from the previous events for TTT and live code workshops & invite them back to keep the message consistent.
1 week before the event	Personally email and call media to remind them of the event.	• Continually update your media with VIP Stakeholder attendance – Government, keynote speakers, students, ambassadors attendance etc. • Determine which images will accompany the results for media distribution.
During the event	Each key stakeholder spokesperson can discuss and unpack an area of the regional programme. ex: Government to discuss the need for ICT skills, ACW management member to cover an overview of the initiative, etc.	• Allocate sufficient time for media one-on-one interviews after the event (if required) • Give media something to take away with them in the form of press packs (memory stick, images and marketing collateral etc)
After the event	Please send all media clippings to adam.hunter@sap.com	• Remember to monitor your local newspapers and websites to track for event coverage. • Upload online coverage to social media and tag the online website.

MEDIA COVERAGE EXAMPLES

Burundi: Highlights of Africa Code Week, 3rd Edition, October 1st, 2019.

REGIONWEEK
OCTOBER 1, 2019 | 🔥 314 | 💬 0

41 Shares   f Share   🐦 Tweet   📌 Pin   < Share   in Share   🟢

Join the Premium Community of Supporters at **$5/Month**   ♥ RegionWeek   click here

RegionWeek creates content that boost your productivity. This is your favorite media to understand opportunities around you. To support us, please consider a contribution starting from $5/Month.

The Africa Code Week is an innovation supported by multiple companies specializing in promoting Computer Information Technology skills. Africa Code Week organizes an event *annually* where it showcases different skills. The 2019 Africa Code Week was held on October 1st, 2019, in Burundi, Bujumbura, in Kigobe Information center.

The official launch of Teaching Coding Skills to Children by Africa Code Week and BiHub

Empowering women teachers – Africa Code Week 2019 officially launched

📅 11/10/2019   🕐 3 min

Share this article ✉️ < 👍 Like

CAUTION! CODING MAY CAUSE TOO MUCH 🐱 FUN!

ACW TALENT PROFILING

A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

Timing	Series of activities	Top Tip
Ongoing	Please feel free to share contact details of unique, young and fresh individuals who are making a difference with Africa Code Week, from ambassadors to youth, to master trainers, teachers and Government.

Please provide details of the individual to the ACW Communications support team to investigate and take forward. | Does this individual have a newsworthy story to share?

Can this individual represent the ACW programme and confidently face TV and Radio media interviews? |

ACW TALENT PROFILING

MEDIA COVERAGE EXAMPLES

Mustapha Diyaol-Haqq: millennial prodigy behind the AI wave that is Okuafo Foundation

June 10, 2020

145 Views

SA woman teaches computer coding skills to marginalised communities

November 1, 2016 | by Contributor | with 0 Comments

A local woman trained over 1 000 young people in basic coding skills in and around Cape Town in just nine days as part of this year's Africa Code Week initiative ...

Shining hope for girls in science and technology

By People Reporter
Friday, April 24th, 2020

Ruth Kaveke (left) mentors girls in ICT at the Pwani Teknowgalz. Photo/LILIAN KAIVILU

In summary
○ Pwani Teknowaalz, Kaveke has

Opening the tech sector to Africa's women

Palesa Libe

Share

TOP NEWS

Xi stresses dual-cycle development for deepening overall reform

Economy   14:25, 01-Sep-2020

Wang Yi urges to uphold multilateralism as UN marks 75th anniversary

Editor's note: Palesa Libe, a co-founder of the NGO Green Tech, is an Africa Code Week trainer and ambassador in Lesotho. The article reflects the author's opinions and not necessarily the views of CGTN.

INTERVIEW GUIDELINES (1/2)

REMEMBER: NEWS IS ALL ABOUT THE THREE I'S:

INFORMATION

THAT'S INTERESTING

AND IMPORTANT

Can you explain the program in four sentences or less?

Use plain English and avoid jargon.

If there is a technical point to be made, make sure it is communicated in as simple a way as possible.

Apply the "Granny Principle" and tell your story in a way your grandmother would understand.

Keep content audience-appropriate. For example, if you're speaking to a business audience, link whatever you're explaining to a business problem or principle that's useful, topical or meaningful.

INTERVIEW GUIDELINES (2/2)

Before an interview, plan what you want to say, starting with the most important point, and working down towards details and explanations.

If you can, include hard facts and statistics. If you quote a number or stat, make sure you are able to attribute it to the relevant source - for example, a BMI report or research paper which will give it greater weight or authority.

If you are asked for a comment or opinion straight off a cold call and are not ready for it, don't answer questions for the sake of it. Say you will call the journalist back and then do so when you are better prepared. Bear in mind that journalists generally work to tight deadlines and a swift response is always appreciated.

Never ask for anything you say to be kept "off the record." If you want it kept off the record, just don't say it.

UNCOMFORTABLE WITH CERTAIN QUESTIONS?

Several tactics you can employ:

- If you are not part of a listed company, you are under no obligation to disclose financials or any other potentially sensitive information.

- You can say: "I don't have that information immediately available, but I will try and get it for you." This will buy you time while you figure out a strategy to provide as much information as you're comfortable with without fobbing off the journalist with a blunt "No comment."

As far as you can, determine who you are dealing with and what their reasons for approaching you are. Is the intent hostile, or merely a request for expansion or the inclusion of an expert opinion?

Choose your words carefully, especially if the topic is sensitive. Feed the journalist quotable quotes and have these prepared before the interview takes place. It makes writing the story easier for the journalist and keeps your mind focused on getting your message across.

SOCIAL MEDIA GUIDELINES

Join, grow and engage our community of more than 50,000 fans!

#africacodeweek
@africacodeweek
@sap4good

/africacodeweek
/sap4good

/africa_code_week/

Africa Code Week

PARTNERS & SPONSORS / SAP TEAM MEMBERS AND EXECS

Find out whether your country's sponsors and SAP team members and executives are on social media. Use their handles upon building your social media messaging.

MEDIA ENQUIRIES

If your posts generate media coverage or enquiries related to ACW, immediately refer them to the SAP ACW communications manager on the ground so that these may be appropriately managed.

KEY RESEARCH FINDINGS & ARTICLES

We recommend that you search for relevant topics such as digital skills, STEM education or coding literacy to find newsworthy subject matter and further ways to tag and amplify your social feeds.

SOCIAL MEDIA: TOP 5 TIPS

1 You only have a few seconds to capture your reader's attention, so try to support your posts/tweets with one or several top-quality pictures or videos.

2 Typos are typically the first thing the eye notices, hence the critical importance of impeccable spelling and grammar.

3 Clear and concise writing will help your message resonate. Don't hesitate to be creative! Stories on Instagram are a great way to reach a lot of people at once!

Remember to monitor comments and replies to your postings. If someone responds to something you've posted online, follow up if necessary.

4 Get the facts: Fact-check your research and statements for accuracy before you post. Misinformation creates breaches in trust that are hard to repair.

5 Stay active: Keep your accounts active by making regular posts during ACW, at best you should publish daily updates on your workshop activities.

KEY HASHTAGS

#AfricaCodeWeek

#sap4good

#ACW2020

#ACCChallenge
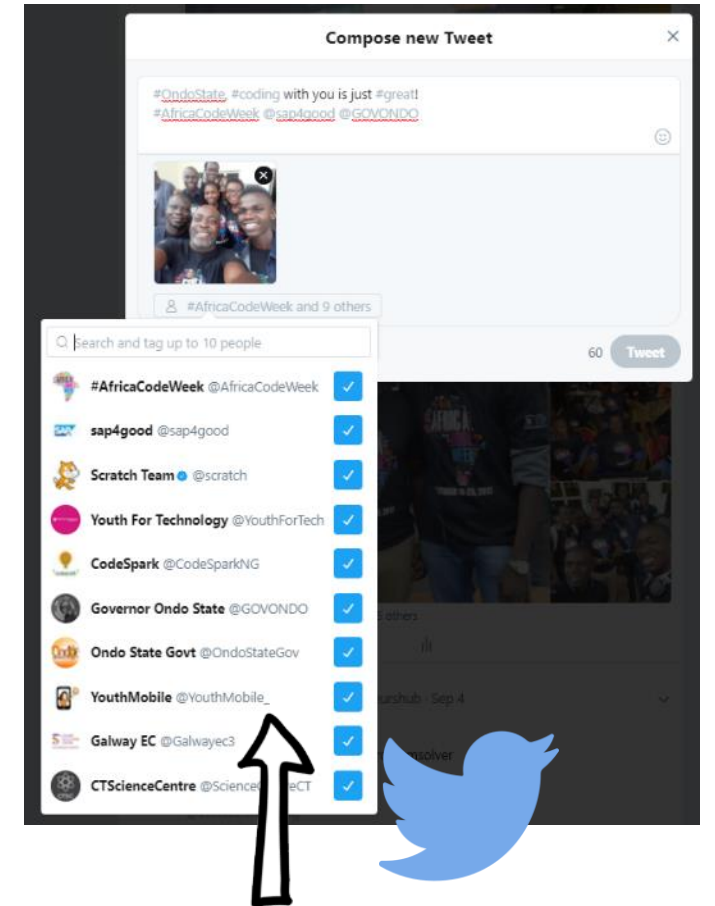
#Tech

#Coding

#Africa

#DigitalSkills

#GirlPower

SAP & KEY PARTNER HANDLES

@AfricaCodeWeek

@sap4good

@UNESCO

@YouthMobile_

To be associated with any tweet, post and story about Africa Code Week

DID YOU KNOW?

Adding an image to your tweet won't count as extra characters. In addition to increasing impact, adding an image to your tweet also allows you to tag up to 10 partners/people in the image itself. These tags won't count as extra characters either.

INSTA STORIES: LET'S GO LIVE!

Instagram stories offer the possibility to create **fun and ephemere** visual content!

Get creative! Use animations, stickers, emojis, tell us your location, and make sure you tag @africa_code_week so we can share your pics and vids on the official ACW channel!

#AfricaCodeWeek
#SAP4Good
#ACW2020
#ACCChallenge
#Tech
#Coding
#GirlPower

DID YOU KNOW?

You can add GIFs to create animated Stories and make them even more fun!

Tap this icon

Your Story   Close Friends

Send to ›

Your Story   Close Friends

Send to ›
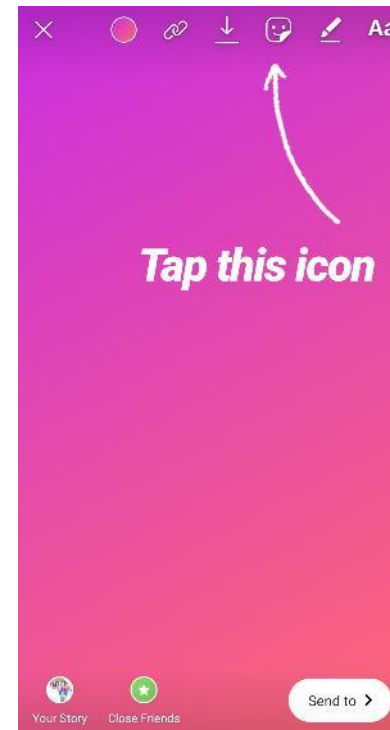
4. PHOTOGRAPHY AND VIDEO

AN INITIATIVE BY

SAP

All implementing partners and organizers of training/coding events as part of Africa Code Week are required to follow this process carefully:

1. Print and post this crowd release form outside of entry doors or on perimeter of filming areas.

2. Take a picture of every door clearly displaying the printout.

MANDATORY: PRINT AND POST CROWD CONSENT FORM OUTSIDE OF ENTRY DOORS

VIDEO: WHAT TO FILM

Students workstations: capture at straight on angles (wide, medium & tight shots, also)

Children talking about their projects

Creative Scratch projects developed by children

People arriving at the workshops

Queue areas and people's general excitement to get into the events

People entering the venue

Live attendance during virtual trainings

People learning and engaging with their trainers during the workshops

People learning and engaging with their trainers during the workshops

Shots of children and trainers in their Africa Code Week t-shirts

Students, trainers, SAP representatives and government and partners smiling for the camera and being generally excited about the event

Views from the ACW workshop

Capturing media interviews and live talks

Geographically specific clips, if applicable, to capture the African country

REMEMBER…

The images representing Africa Code Week should be consistent across the continent – ie. fun, enthusiastic, energetic, youthful, colorful.

Sometimes, less is more, so try not to overcrowd images.

A single beautiful portrait or small group shot are enough to make an impact.

Keep branding to a minimum (pull-up banners and t-shirts are great.)

Recommended Photo Specs

- Use images with a minimum 1MB, 300 DPI in size.

- Images should be provided in JPG or PNG format.

- Pictures for media purposes should also be captioned with names.

SHARING YOUR PICTURES

Visit our Picture Upload Center!

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