



# SMART CITIES

## POSTER IDEA

### COLOR PALETTE:



Blue / Cyan: Represents technology, AI, and smart infrastructure.



Green: Symbolizes sustainability and eco-friendliness.



White /Light Gray: Creates a clean, modern, and high-tech aesthetic.



Orange/Yellow: Highlights innovation and energy efficiency.

### TARGET AUDIENCE :



The poster will appeal to:

- Government officials & city planners.
- Citizens seeking a smarter urban lifestyle.
- Businesses, investors, and tech companies.
- Environmentalists and sustainability advocates.
- Academics researching urban innovation.

### EXPLANATION OF THE IDEA (CONCEPT):

The poster showcases how smart cities use advanced technology for better urban living, sustainability, and efficiency. Featuring cities like Singapore, Dubai, and Barcelona, it highlights:

- AI-powered public services (robots).
- Adaptive architecture optimizing sunlight and wind.
- Eco-friendly solutions (smart recycling, low-carbon infrastructure).
- Smart transport (electromagnetic transit, autonomous vehicles).
- Massive databases for seamless city management.



### SYMBOLS & DESIGN INSPIRATION :

- City Skyline with Circuit Patterns:<sup>\*</sup> Merging urban buildings with digital connections.
- AI Robots & IoT Networks:<sup>\*</sup> Representing automation in daily life.
- Renewable Energy Icons:<sup>\*</sup> Wind turbines, solar panels, green rooftops.
- Smart Mobility Symbols:<sup>\*</sup> Autonomous cars, electric buses, and smart traffic lights.
- Eco-Friendly Elements:<sup>\*</sup> Trees, recycling symbols, and green spaces.



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