

Research poster: the aim

“...to display information in a clear, concise manner,
while generating interest to engage in a discussion.”

Research poster: the ugly



Research poster: key functions

Summarize Research: Quickly convey your main findings and ideas.

Initiate Discussion: Serve as a conversation starter with interested viewers.

Visual Impact: Attract attention through effective design and clear data presentation.

Research poster: planning

Identifying Your Audience:

Understand the knowledge level and interests of your audience to tailor your content appropriately.

Defining Your Main Message:

Focus on the core question your research addresses. What are you investigating, and what did you find?

Gathering Your Data:

Collect and distill essential information and data that supports your main message. Only include what's necessary to understand your findings and methodology.

Research poster: the dos

Do: Keep It Simple

Use concise language and bullet points to communicate your findings clearly.
Focus only on key findings that support your main message.

Do: Make It Visually Appealing

Employ high-quality images and graphics to explain complex information.
Use a consistent and readable font size and style to ensure legibility.

Do: Organize Logically

Arrange information in a logical flow: Introduction, Methods, Results, Conclusion.
Use clearly labeled sections to help viewers navigate your poster easily.

Research poster: the don'ts

Don't: Overcrowd with Text

Avoid filling your poster with too much text. Space your content and use bullet points to enhance readability.

Don't: Use Distracting Colours or Fonts

Choose a colour scheme that is aesthetically pleasing but not overwhelming. Stick to professional and easy-to-read fonts.

Don't: Ignore the Power of Good Layout

Design your poster with clear divisions and negative space to avoid visual clutter. Make sure each element has room to breathe, enhancing overall readability.

Research poster: the visuals

Why Use Graphics and Charts?

Visuals can communicate complex data succinctly and effectively.

Tips for Effective Visuals:

Ensure all graphs and charts are clearly labelled and include legends where necessary.

Use captions to explain visuals and their relevance to your research.

Best Practices:

Keep the design simple and clean. Avoid excessive decorative elements.

Make sure visuals are directly relevant to the text and support your main findings.

Research poster

<https://cpb-us-e1.wpmucdn.com/sites.psu.edu/dist/a/36309/files/2016/04/Posters-The-Good-and-the-Bad.pdf>

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