Create Your Research Poster
This section will give you different checklists and templates to help you make decisions about the content of your poster and to enable you to design a good poster.
ACTIVITY

What do people need to know about my research?

Need to know (come first) vs nice to know (come last)

- The ‘need to know’ might vary, depending on the stage of research you are at. If you already have findings, the first thing that your audience needs to know about is the main finding(s) of your research. If you are at an earlier stage of research, you can select your research question, the main argument or perhaps your main hunch or expectation of your analysis, based on existing studies on the same topics or on related topics.

- Place this ‘need to know’ information front and centre in your poster!

- Use plain language as much as possible to present your main finding(s).

- Do you have a graph or an illustration for this ‘need to know’ information? If so, include it centrally somewhere in your poster.

- ‘Nice to know’ information can be included in the poster and can be located farther away from the central column.
• **The principle of progressive disclosure**: For more information on your research, especially if you are an advanced student or have completed your research, you can consider adding a QR code and further links to your paper, so people can access more information about your work. You can very easily generate QR codes on the internet (see the resources section), and any smartphone will be able to read these.

**A checklist of the main research design elements**

• How much of my research have I completed/carried out as I start designing my poster? What do I feel comfortable sharing with others on a poster?
  - Research interest/topic.
  - ‘Gap’ in scholarship.
  - Research question.
  - A body of academic work to which I aim to contribute.
  - Research hypotheses/research expectations and argument (as relevant for my research).
  - Method of data collection and methodology.
  - Data, and method of analysis (if applicable).
  - Analysis and discussion of findings.
  - Conclusion.
Group the information in the previous list in two separate lists, based on priority, to help you decide how to organize the information on your poster. Essentially, this decision is informed by how much of your research you have completed:

- The ‘need to know’

- The ‘nice to know’

A checklist of the key principles of poster design

How can I best represent visually on a poster the above elements?

- Where should I position ‘the need to know’ on the poster?

- What colours, if any, should I use?

- Can I use an image?

- If there is text, what font size should I use? And which font?

- Which composition principles should I apply?