



**AGCAS**

The Association of Graduate  
Careers Advisory Services



**INTERNATIONAL  
CENTRE FOR  
GUIDANCE  
STUDIES**

**NICEC**

National Institute for  
Career Education  
and Counselling



# How to create a research poster

**National Practitioner Research Conference**

# Before you start ...

## Benefits of research posters

- ✓ Reach a wide audience
- ✓ Gain valuable feedback
- ✓ Discuss with people working in your field
- ✓ Share findings and experiences
- ✓ Reveal what next, and generate interest

## Pitfalls of research posters

- X Obscure key points with too much material
- X Omit vital information (such as contact details)

# What do you want to say?

- ▶ Your aim is to tell people about your research via a poster
- ▶ But start thinking about what you want others to learn about your research, i.e. specify their **learning objectives** such as, after viewing my poster people will be able to:
  - Describe my methodology
  - Relate my findings to their own practice
  - Suggest how I can extend the research.... etc

## continued...

Also think about whether ...

- your poster will be stand alone or need a verbal explanation
- to explain everything or be selective
- to include links to other media or further information
- your audience has prior knowledge of the topic

# In poster design less is more

The footprints poster is a call to action



The coffee poster is also a call to action. Which style would impact more on you?

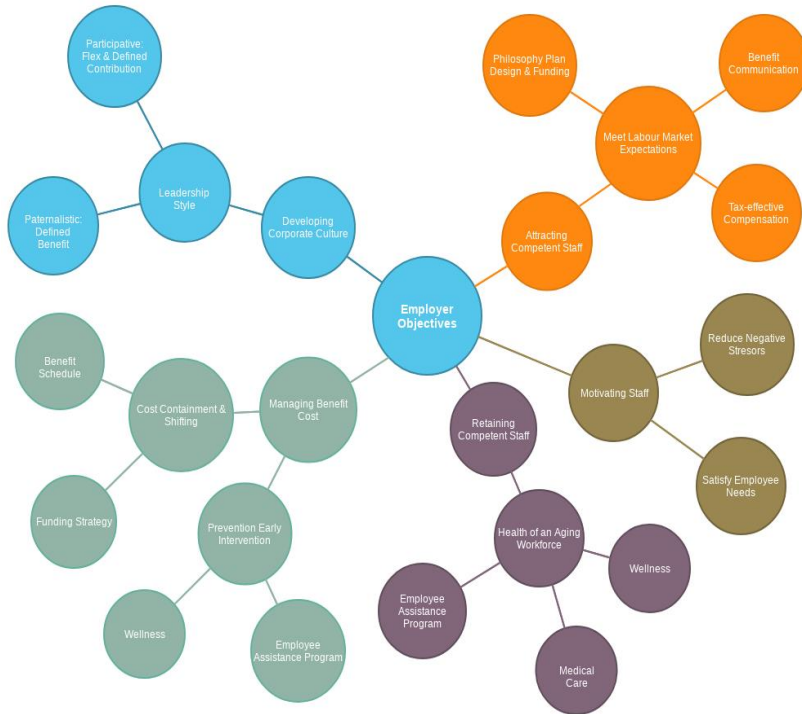


## continued...

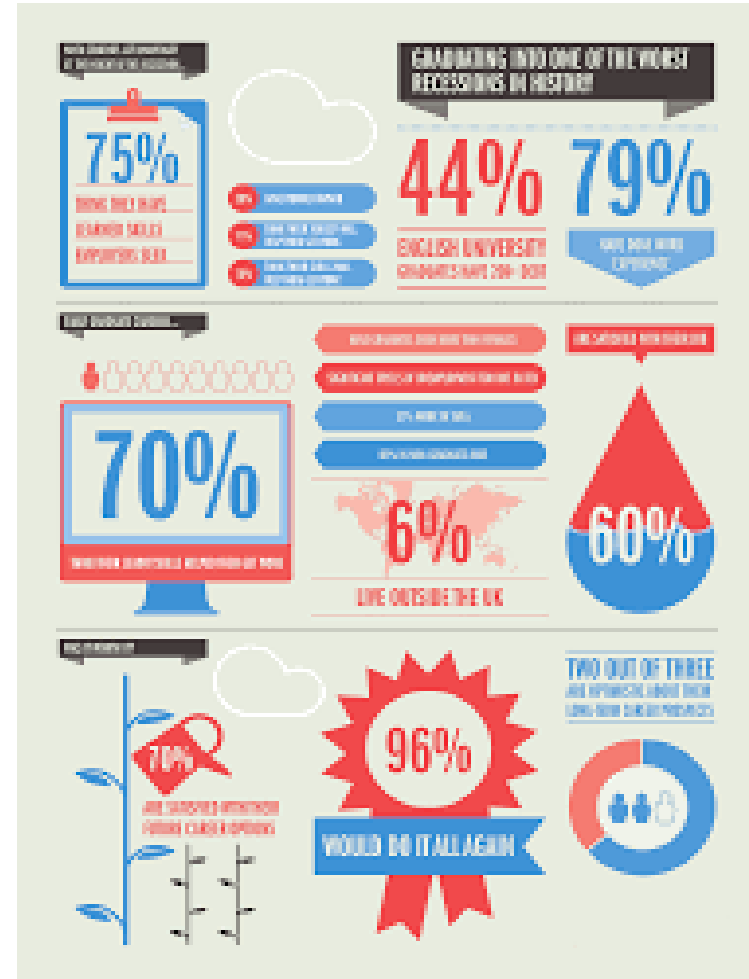
- People read text from left to right and from top to bottom but in a poster you can experiment and start at the bottom or the middle with arrows, circles, flow charts, pictures, YouTube clips, infographics, Prezi, music and colour.
- White space is as important as text and imagery.
- Your poster should be submitted on **Google Slides** with the following additional information:
  - Full Name
  - Email Address
  - Title of research (Max 70 characters)
  - Brief description of research (Max 60 words)
  - Links to website / social media
  - Any downloadable links you would like to include.

# Some ideas

Bubbles show relationships



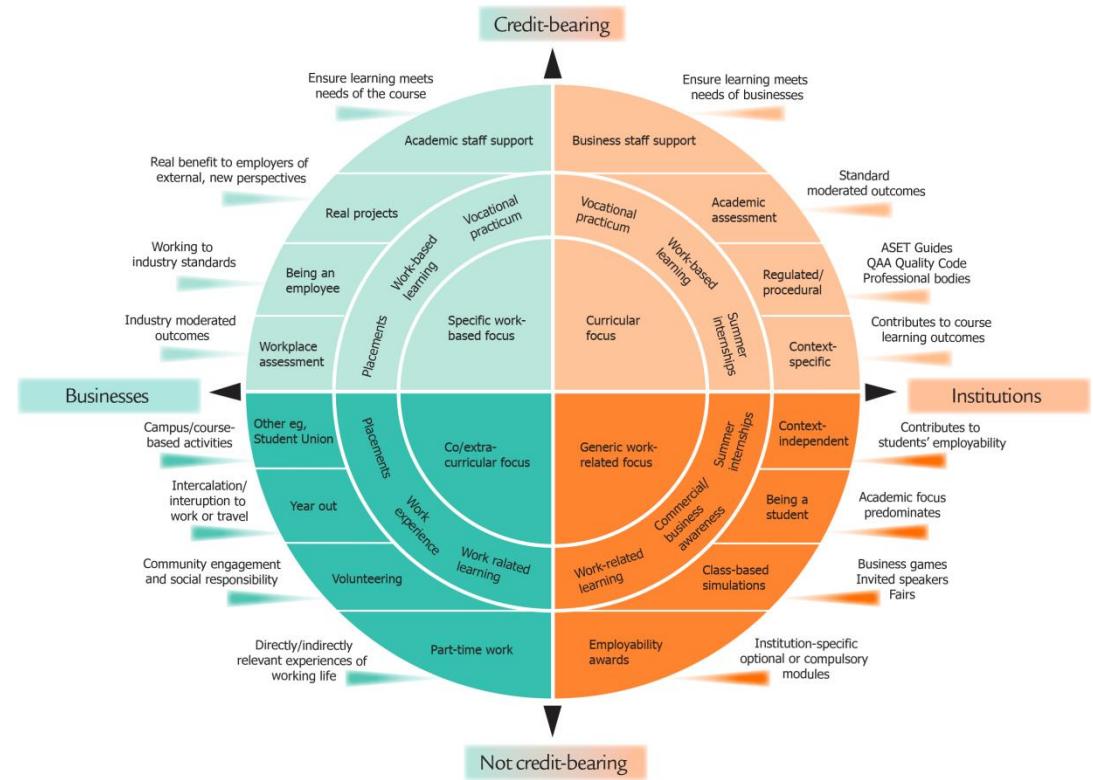
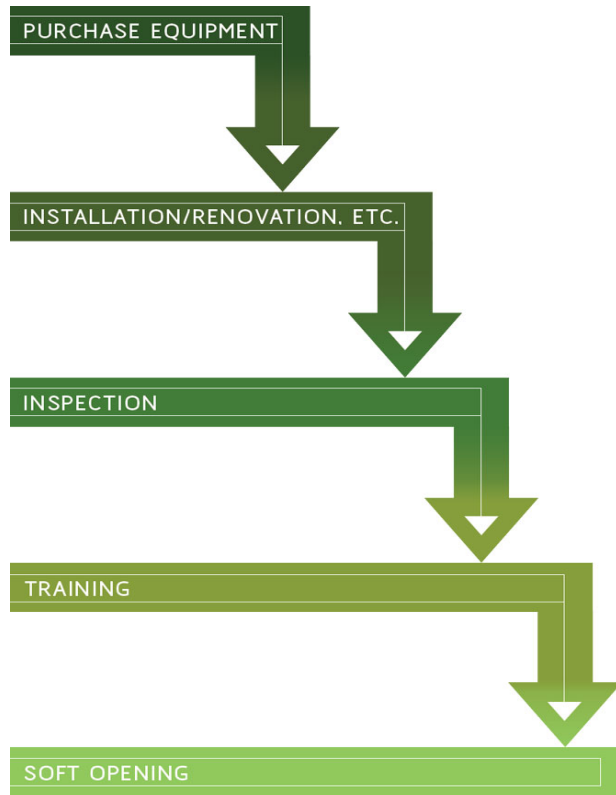
Infographics use less text



# More .....

## Quality placements in focus

### Chronology shows development



Diagrams capture complexity



# More ...

## Circular designs reveal stages and development

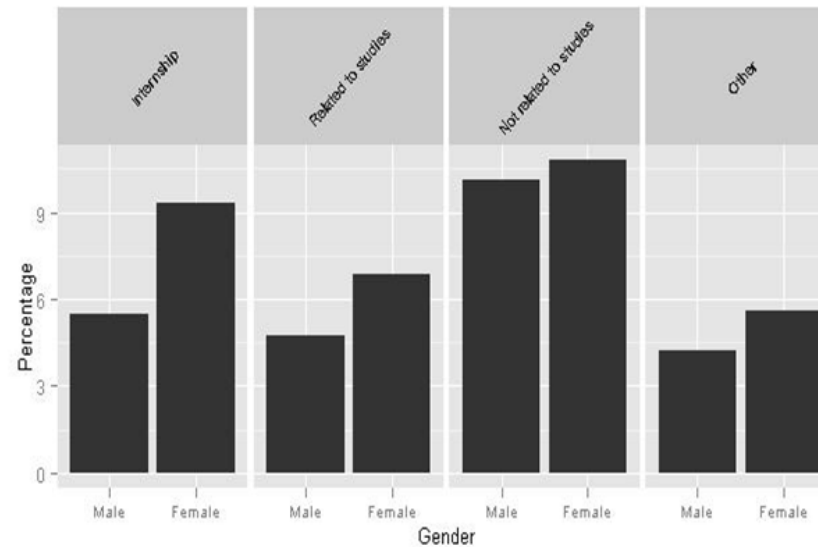


**Table 1 Number of responses obtained at each stage for UK domiciled respondents**

Stage	Total remaining in sample	% of stage 1 sample	Attrition from previous stage	Return to survey after nonresponse
1	99799	1	-	-
2	34229	0.342	65570 (0.657)	-
3	17549	0.175	18001 (0.525)	1321
4	10956	0.109	11160 (0.635)	4567

Note: the attrition rates condition on being a respondent at stage 1.

## Graphs and tables show data



## Summary

Think about the audience and specify their learning objectives

Decide what you want to say and what you don't need to

Consider use of visuals rather than plain text

Keep white spaces between key points

Include follow-up, actions or contact details



# Resources

- ▶ Free downloadable images at <https://www.pexels.com/>
- ▶ Free infographic software listed at <https://www.creativebloq.com/infographic/tools-2131971>
- ▶ How to create a chart in Excel <https://support.microsoft.com/en-gb/office/video-create-a-chart-4d95c6a5-42d2-4cfc-aede-0ebf01d409a8>
- ▶ And for those just getting started, you could try:
  - Prezi <https://prezi.com/>
  - Miro <https://miro.com> (good instructional videos)
  - Zoom Whiteboard <https://zoom.us> (choose whiteboard at top right)