

Research Poster Toolkit: Structure

Posters can illustrate your research findings, theories, models and ideas in a visually compelling way. They are an increasingly popular way of conveying complex information succinctly.

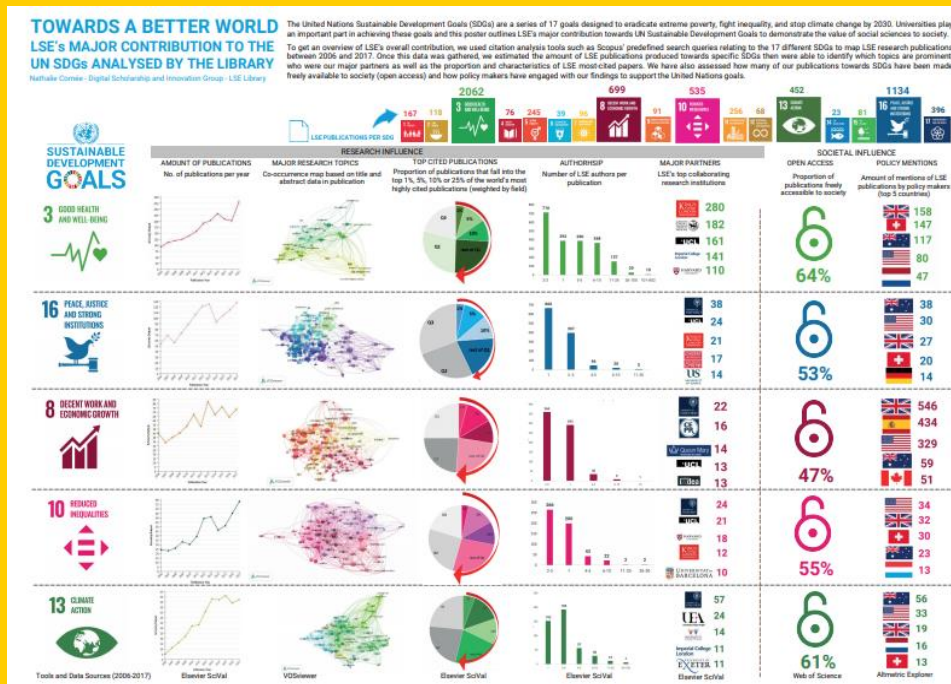
- Help the viewer **navigate** your poster and make the story you are trying to tell clear.
- A great **layout** will make your poster more legible and visually appealing. How well is structure employed to organise text and images?
- There should be a clear structure to your layout with clear **headings** at different sizes to denote different sections.
- **Contrast** a block of text, for instance, with an image or diagram. Lining up headings and creating typographic consistency will also make your poster more legible.
- Do **graphics** and/or use of **colour** enhance the message?
- Never be afraid of white **space**. Less, sometimes can be more!
- Designing your poster using a **grid** will also help.
- Is the **evidence** robust and does it support the claims put forward?
- Are the **arguments** contained in the poster coherent? Are they clear to a general audience?

Research Poster Toolkit: Design & Checklist

- ❑ Choose a **typeface** that is easy to read and has a font family with several weights which will help create different titles and headings. Make sure you choose a font that is suitable for your audience and limit the number of sizes and weights you use.
- ❑ **Colour coding** can also be an effective way of differentiating different sections of your poster.
- ❑ A maximum of 5-6 colours should be enough should be enough. Check out Pinterest for inspiration on good [colour combinations](#).
- ❑ Can you break up some of your **text** with diagrams or pictures? Keep text concise. This is not an essay, it's a poster. If a block of text is too long, consider turning a section into a point form list. Can some information work as a pull-out box?
- ❑ Check your **spelling and grammar**, and of course all your facts.
- ❑ [Canva](#) is a free online tool where you can produce basic graphics.
- ❑ Here are some free **image** resources:
<https://pixabay.com/>, <https://www.picfair.com/>, <https://unsplash.com/>, <http://compfight.com/>, <http://www.freefoto.com/index.jsp>, <http://freephotosbank.com/>

Research Poster Toolkit: Examples

- Check out Pinterest for some [poster layout](#) ideas and academic [poster design](#) inspiration.
- These YouTube films articulate the journey from creating something quite basic to something much more visually appealing [How to make an academic poster](#) and [Making a better research poster](#).



Lucy Bryant's 'Regulating Live Music: who's running the show?' is a good example of the use of a good colour palette

Check out Nathalie Cornée's poster design ['Towards a Better World'](#) for some ideas!

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Ready? Check the following before submitting!

- ❑ Minimum resolution 300dpi
- ❑ PDF file
- ❑ Do not include any logos, eg the LSE logo.
- ❑ Fill out the [submission form](#) and email to idea.showcase@lse.ac.uk.

