Research competition category
poster

Can you share your research as a poster?

Posters can illustrate your research findings, theories, models and ideas in a visually compelling way. They are an increasingly popular way of illustrating research, and are often used at conferences and in print and online media to convey complex information succinctly.

Judging criteria

Posters will be judged by an expert panel against the following criteria:

1. Organisation: How well is structure employed to organise text and images?

2. Presentation: Do graphics and/or use of colour enhance the message?

3. Use of evidence: Is the evidence robust and does it support the claims put forward?

4. Clarity: Are the arguments contained in the poster coherent? Are they clear to a general audience?

Submission information

- A maximum of one poster may be submitted as part of a single exhibit from either an individual or a group. Your poster must be:

- Minimum resolution 300dpi

- PDF files

- Do not include any logos, for example the LSE logo

How to enter your poster

- Upload your file to WeTransfer https://wetransfer.com/ and get a download link

- Complete an entry form at lse.ac.uk/researchcompetition

- Read the terms and conditions as you will be asked on your entry form to agree to them

The deadline for submissions is Monday 27 January 2020

Toolkit: how to create a poster

Structure

Help the viewer **navigate** your poster and make the story you are trying to tell clear. Consider what will catch a viewer's eye. It could be a dramatic heading or picture.

A great **layout** will make your poster more legible and visually appealing.

There should be a clear structure to your layout with clear **headings** at different sizes to denote all the categories of your poster.

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.

Never be afraid of white **space**. Putting too much on your poster will put the viewer off reading it. Less, sometimes can be more!

Designing your poster using a **grid** will also help.

Design

Choose a **typeface** that is easy to read and has a font family with several weights which will help create different titles and headings. Google fonts has many free fonts at https://fonts.google.com/.

Make sure you choose a font that is suitable for your audience, and limit the amount of sizes and weights you use.

Colour coding can also be an effective way of differentiating different sections of your poster, however avoid using too many colours. Sometimes limiting the colour palette to a few key colours can produce an equally dramatic results. Depending on your content, a maximum of five-six colours should be enough. Remember shades of a colour looks like a different colour too.

Check out Pinterest for inspiration on good colour combinations:
https://www.pinterest.co.uk/creativeiduk/colour-combinations/?lp=true

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. Perhaps some information will work as a pull out box?

Check your **spelling and grammar**, and of course all your **facts**.

Image resources

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/

http://www.freeimages.com/

http://www.photosforclass.com/

For graphics:

Canva is a free online tool (up to a point) where you can produce basic graphics:

https://www.canva.com

Examples

For poster layout ideas:
https://www.pinterest.co.uk/pin/444378688202673537/?lp=true

Academic poster design inspiration:
https://www.pinterest.co.uk/tdaviesbarnard/academic-poster-design-inspiration/?lp=true

These **YouTube** films articulate the journey from creating something quite basic to something much more visually appealing:

How to make an academic poster:
https://www.youtube.com/watch?v=PLuMRqcZhrI

Making a better research poster:
https://www.youtube.com/watch?v=AwMFhyH7_5g