From Posters to Pecha Kucha

Shauna Morin (smmorin@ncsu.edu)

Department of Leadership, Policy and Adult and Higher Education at North Carolina State University

Introduction
The 411 on Research Posters and Pecha Kucha

Research posters are a common medium for sharing one's scholarly research in a way that is concise, visually appealing, and easily digestible. Pecha Kucha, "the art of concise presentations,"[1] could be considered the digital equivalent of research posters. This innovative, 20-slide, 20 seconds-per-slide presentation format challenges you to carefully choose images and text that will most effectively convey your key message and leave a lasting impression on your audience.

Context
The Scholar-Practitioner Symposium

The Department of Leadership, Policy and Adult & Higher Education (LPAHE) and the Division of Academic and Student Affairs (DASA) at NC State are co-sponsoring the inaugural Scholar-Practitioner Symposium in an effort to foster collaboration between students, scholars, and practitioners at the University. Pecha Kucha presentations will creatively convey scholarly research and/or assessment that is currently underway at NC State, and will articulate its implications for professional practice.

Findings
Tips for Creating An Effective Poster

When designing your poster (or Pecha Kucha presentation), you should *consider your audience* (and use appropriate language), present key findings in a *user-friendly manner*, ask yourself *which details are absolutely essential* for conveying your message, follow the *laws of reader gravity* (top-to-bottom, left-to-right), *use graphics appropriately* to attract attention, organize, and emphasize. Remember, posters should be designed to *show*, not tell![2]

Purpose
What Posters Can Tell Us About Pecha Kucha

An effective poster (and Pecha Kucha presentation) is:

- ★ **A source of information**
- ★ **A tool for engaging others**
- ★ **An advertisement of your work**
- ★ **Focused on a single message**
- ★ **Graphically appealing**
- ★ **Logically ordered**[2]

Method
General Components of a Research Poster

Introduction • Objective or Purpose • Literature Review/Context • Methodology • Results/Findings • Conclusions/Implications • References

Pecha Kucha!

(Paw-**Chalk**-Ah-Cha)

Implications
Top-Notch Products Take Time

Reverse timeline for preparing a poster (or Pecha Kucha Presentation):

- ★ **Present**
- ★ **Final print (1 week)**
- ★ **Implement feedback (1 week)**
- ★ **Share revised draft with peers (2 weeks)**
- ★ **Incorporate feedback (2 weeks)**
- ★ **Share draft with peers (2 weeks)**
- ★ **Edit your first draft (3 weeks)**
- ★ **Create first draft in PPT (3 weeks)**
- ★ **Map out poster on scratch paper (4 weeks)**
- ★ **Define message and write abstract (4 weeks)**[2]

[1]www.pechakucha.org
[2]www.ncsu.edu/project/posters/index.html