



[www.b-good-project.eu](http://www.b-good-project.eu)

[@BGOOD\\_H2020](https://twitter.com/BGOOD_H2020)

[f @BGOOD.H2020](https://www.facebook.com/BGOOD.H2020)

A close-up, macro photograph of several bees, showing their intricate patterns and textures. The image is overlaid with a semi-transparent yellow rectangle containing the title text.

# VISUAL ABSTRACT AND GRAPHICAL ABSTRACT INSTRUCTIONS MANUAL

**Visual abstracts and graphical abstracts are a visual summary of the information contained within a piece of research. Similar to the abstract of a research paper, it is meant to provide a short overview of the paper's key findings.**

## GRAPHICAL ABSTRACT

A graphical abstract is a single visual image that would summarize the findings of the research.

It could be the concluding figure from the article or a visual that is specially designed for the purpose, which captures the content of the article.

The graphical abstract is displayed in online search results, and it has been increasingly acknowledged as an important instrument for popularisation of research articles.

This visual output should be a one-image file and should visualize one process or make one point clear. For ease of browsing, the graphical abstract should have a clear start and end, preferably “reading” from top to bottom or left to right.



*Illustration by: pch.vector | freepik.com*

# HOW TO CREATE A GRAPHICAL ABSTRACT

Graphical abstracts often depend on the requirements that the journal you submit your research paper to has. Before you start making your graphical abstract, always check the journal's requirements.

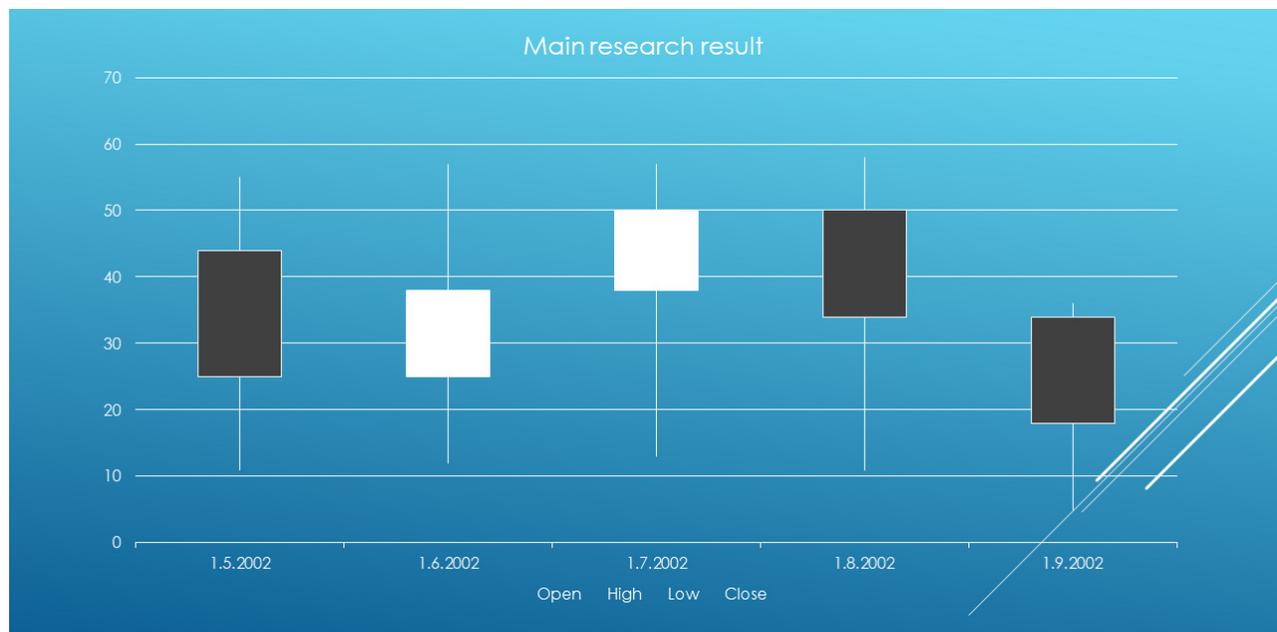
## Note

- In some cases, some journals might accept your research's final graphic for a graphic abstract.

Steps of creating a graphical abstract:

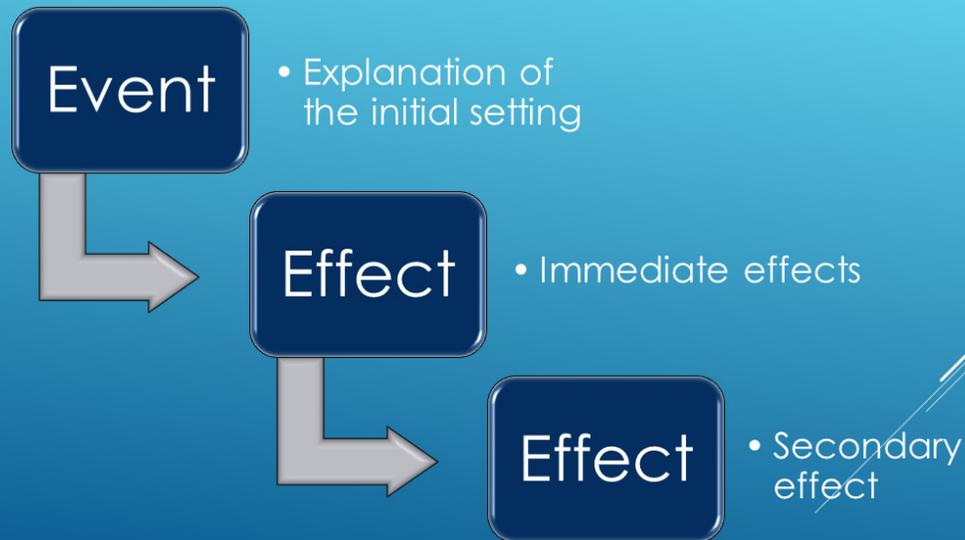
- concept of the graphical abstract - summary of research findings

Think of your graphical abstract as a game of scientific charades - you have to show without words (or 0-5 words in the whole abstract) what you have written in a number of pages.



*Example of "stock" graphical abstract*

## Main research results



*Example of “flow” graphical abstract*

**Bonus:** Check out this [“How-to” video on graphical abstracts](#).

## VISUAL ABSTRACT FOR SOCIAL MEDIA

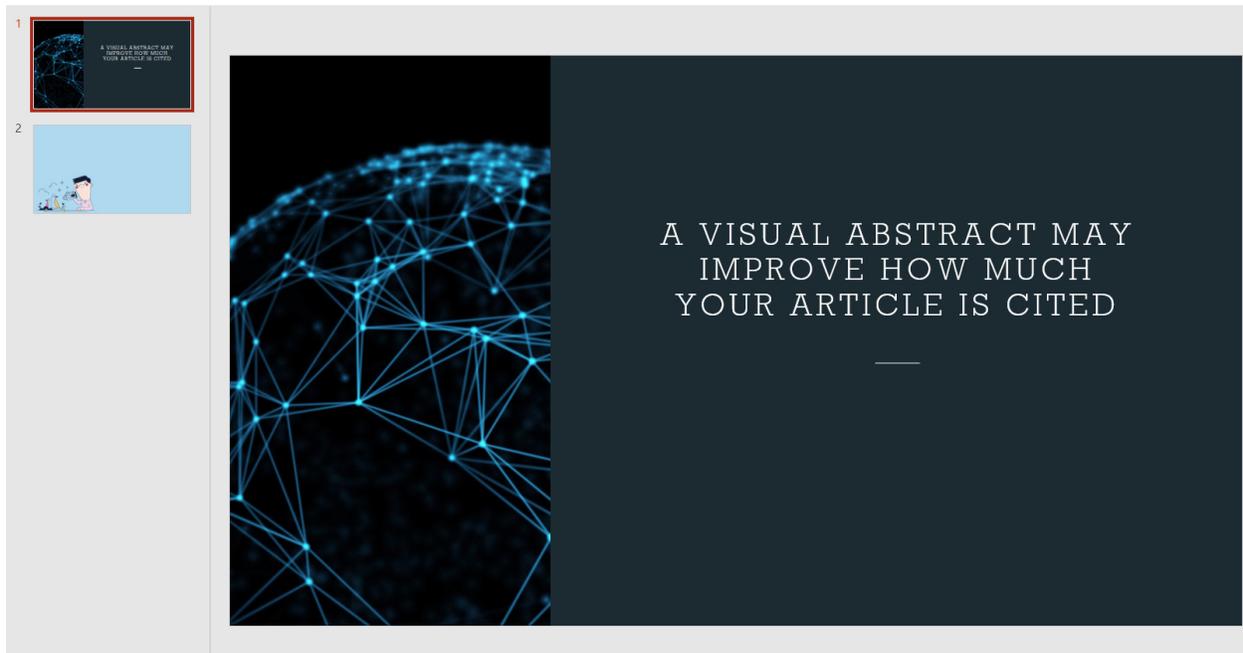
Visual abstracts for social media (mostly Twitter) have proven to be particularly useful for communicating research to non-research stakeholders like policy makers, practitioners, and the general public. When creating a visual abstract, you should keep in mind that you need to present the outcomes of your research in the most engaging way possible.

*A visual abstract could be one picture displaying your results or a slideshow of pictures that could be stylized in the form of a short video clip.*

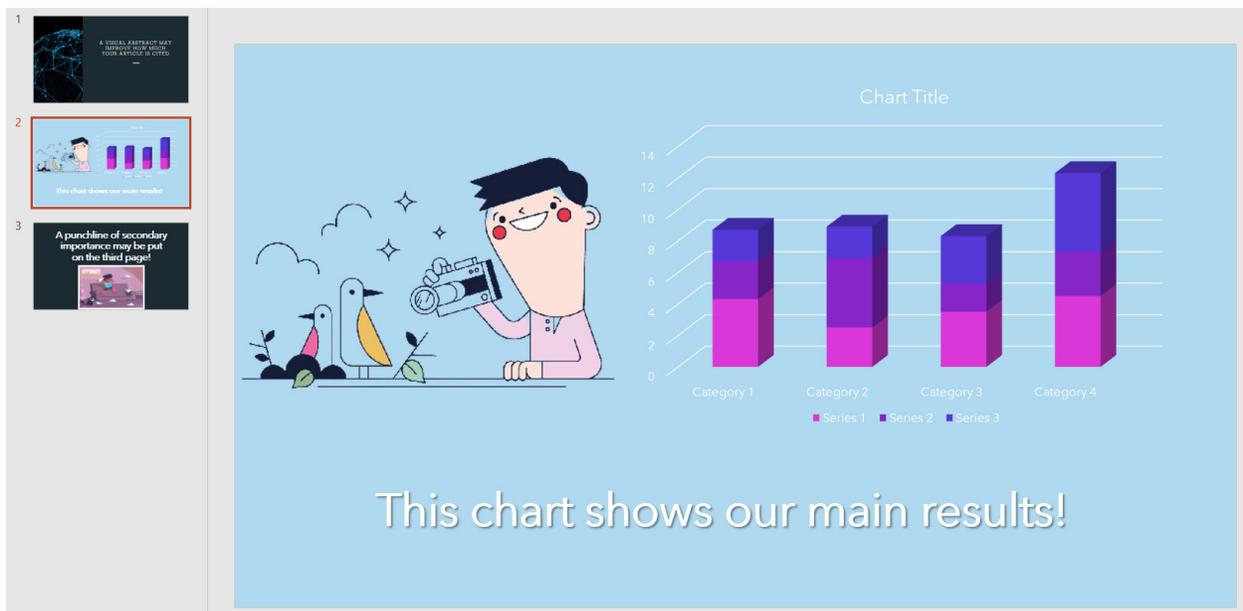
### Tips box

- **Tip:** There are some easy-to-use free tools for creating visual materials that you could use for your visual or graphical abstract. Try using PowerPoint or [canva.com](#).
- **Tip:** Twitter has a specific formatting of images, so make sure that your visual abstract fits them (PowerPoint exported visual abstracts fit the frame).

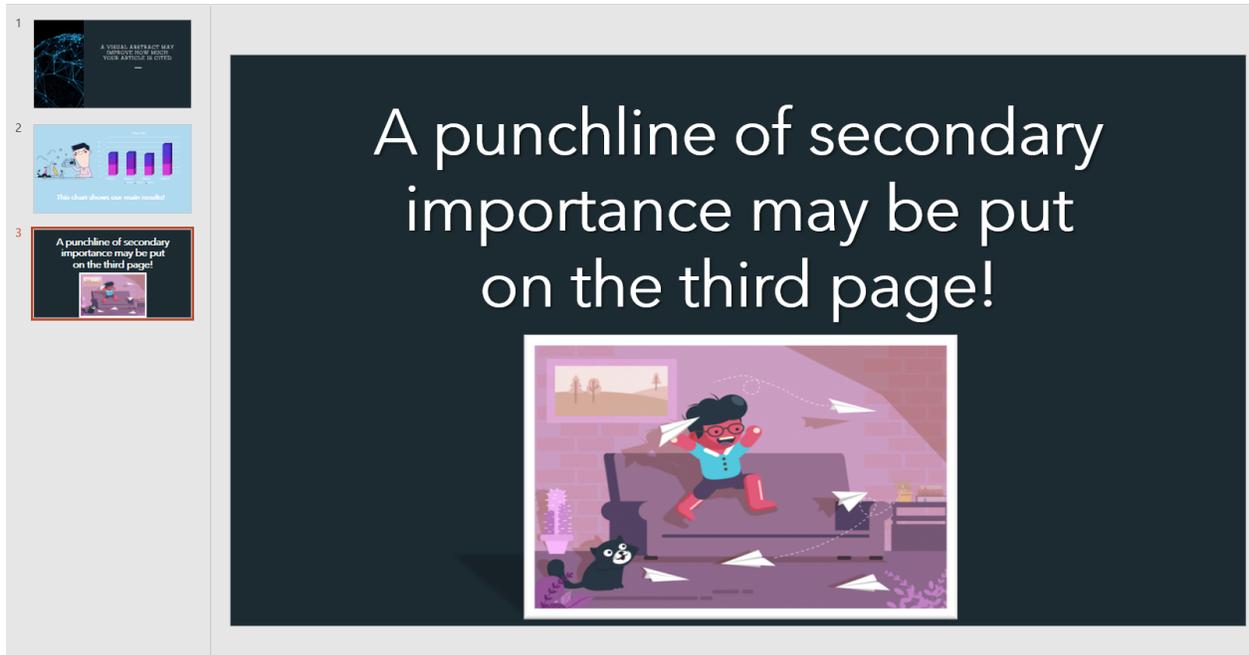
# HOW TO MAKE A VISUAL ABSTRACT USING POWERPOINT



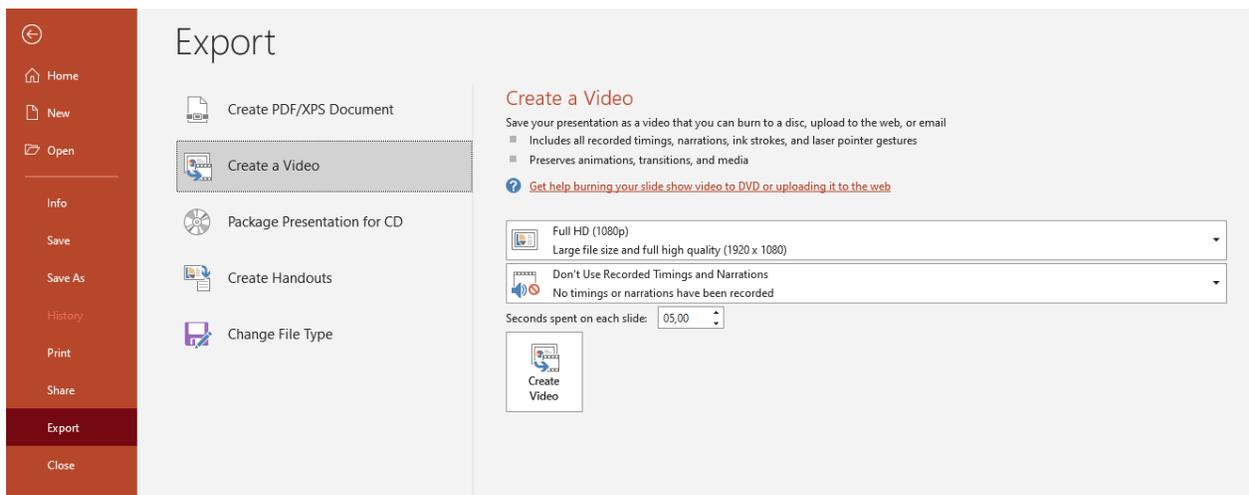
- The first slide should include the most important conclusion.



- Add a second slide that features a key results figure.



- Add a third slide of information that is interesting but of secondary importance.



- Instead of saving the file as a presentation, click on the “Export” button and create a video out of it.

And there you have it - your own video visual abstract is ready!

(After you export your visual abstract, it should look like [this](#))

**Important reminder: Make sure you use images, sounds and templates that are free or that you have license to use.**