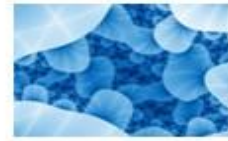




Connecticut Infectious Disease Society (CIDS)



43rd Annual CIDS Meeting and Symposium Poster Presentation Guidelines

Poster size: max. width 44, max. height 45” **Format:** **Portrait**

The **heading** comprises a title for the research project, author names, and author affiliations (including city, state, and country).

The **abstract** summarizes the main results succinctly enough to be read in a minute or two. This is the first and maybe the only component that browsers will read after they have been attracted by your title and graphics.

The **body text** of the poster will describe methodology, data, results, and interpretation. Text should never dominate a poster—no more than a third of the poster should be text. The text should guide the reader logically through the graphics. The text is more digestible if it is split into logical sections interspersed with the graphics. Body text should be no smaller than 16 points and preferably in a serif font.

Data should be clear, concise, and well organized.

Captions are often necessary below each graphic to amplify its content for the detailed reader. Captions for graphics should be no smaller than 14 points and preferably in a serif font.

The **conclusions** are often read before the methods and results are reviewed. Conclusions should be clear and succinct and provide “take home” messages.

For the **type face**, use a limited range of fonts and sizes. Two fonts, one for headings and one for blocks of text, are adequate. Continuous text or figure captions can be read more rapidly in a serif font such as Times New Roman or Garamond. Headings have more impact in a sans serif font such as Helvetica or Arial.

Appropriate use of color is essential. Use some color on graphs, maps, and other line drawings. Limited use of a highlighted text to emphasize key information makes a poster more readable.

Graphics are the essential ingredient of any effective poster. Use **photos, figures, diagrams, and charts** to reflect pertinent points. Graphics should be understandable without recourse to a detailed text caption. Aim for simplicity not complexity, use graphics in preference to words, and remember that good content and design will always be more effective than sophisticated production techniques alone.

Avoid putting boxes around every graphic, caption, or block of text, as it can make your poster look excessively busy. Outline boxes are better used to group related elements of the poster, such as data, methodology, or results.