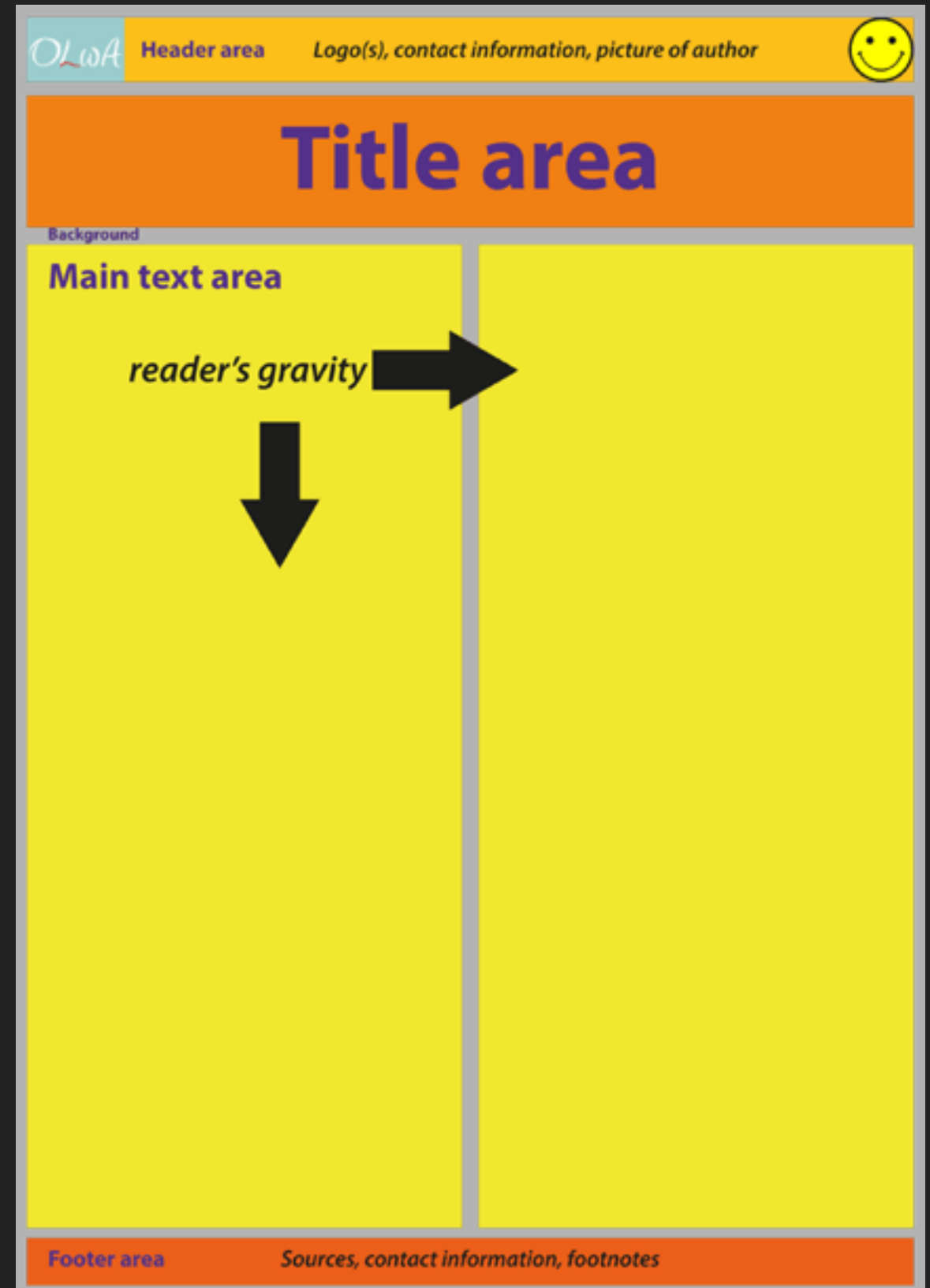

STRUCTURE OF A POSTER

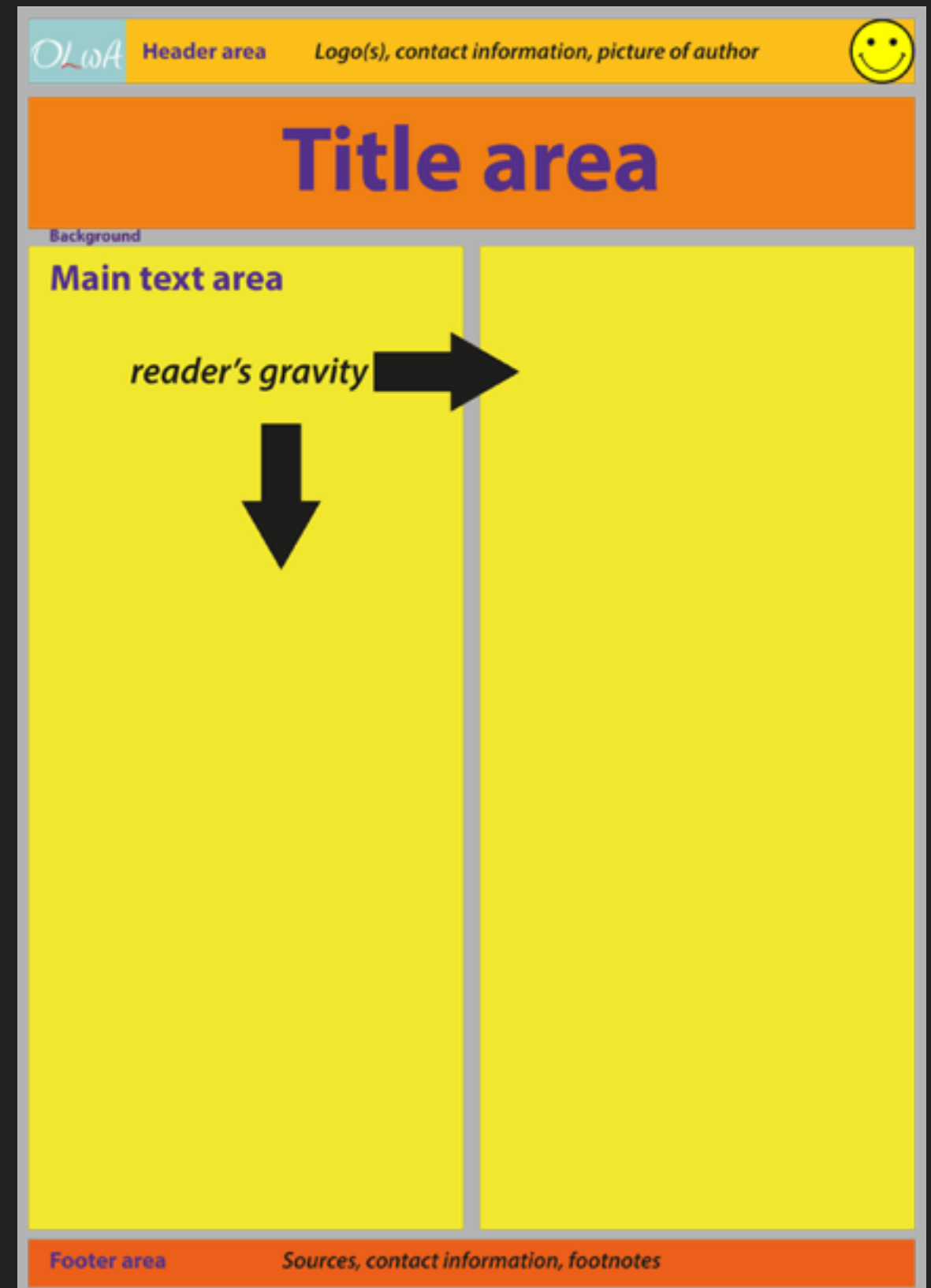
HEADER AREA

Not all posters require a header or heading. In general, this is the area where a logo is placed, the logo of a department for which the author is working. There can be guidelines as regards the correct placement of a logo.



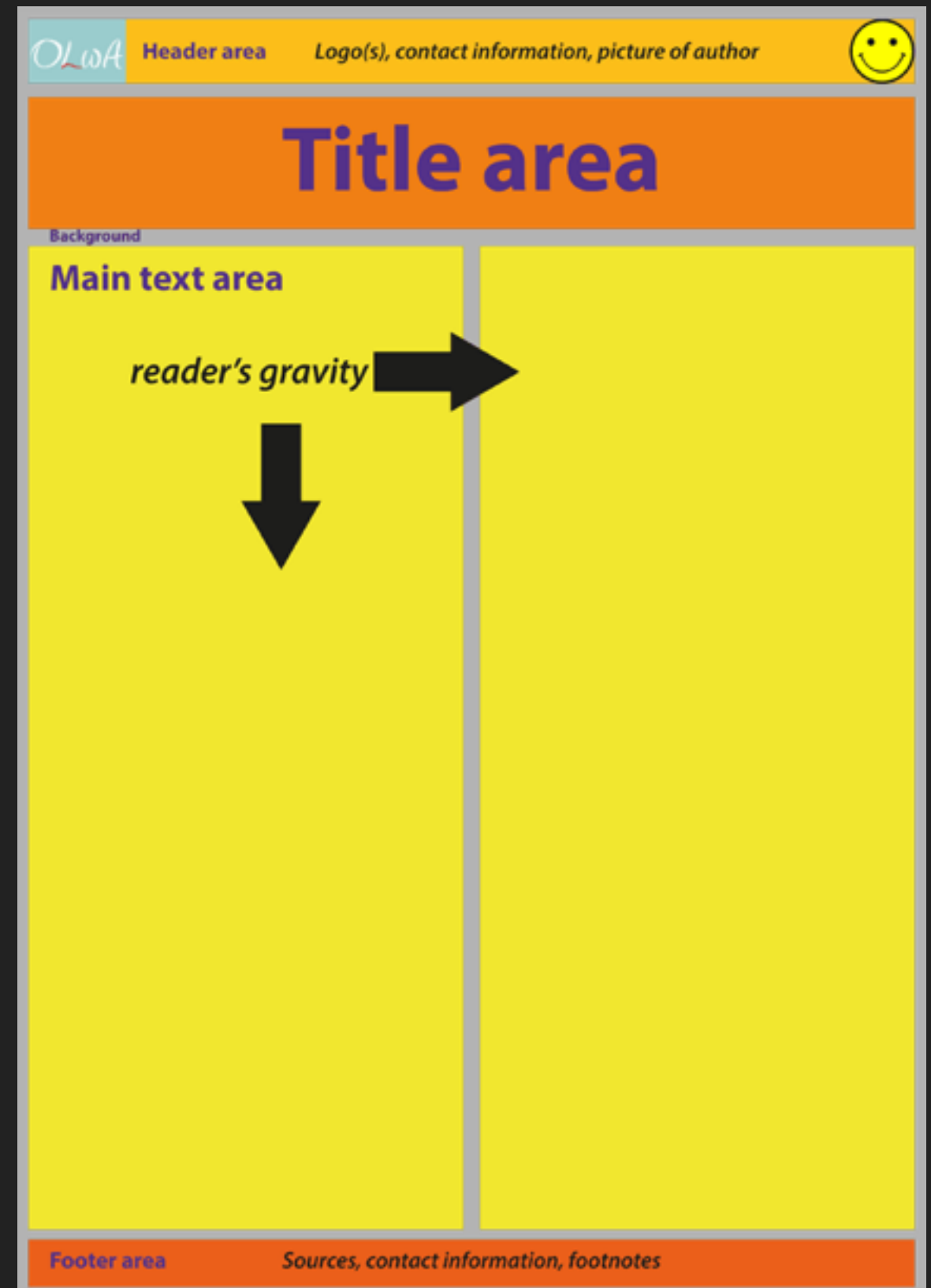
TITLE AREA

A title should be clearly visible (from a 5 - 10 m distance), significant, and not too long. Due to space restrictions it is often placed next to the logo, which may not be in accordance with your organization's guidelines.



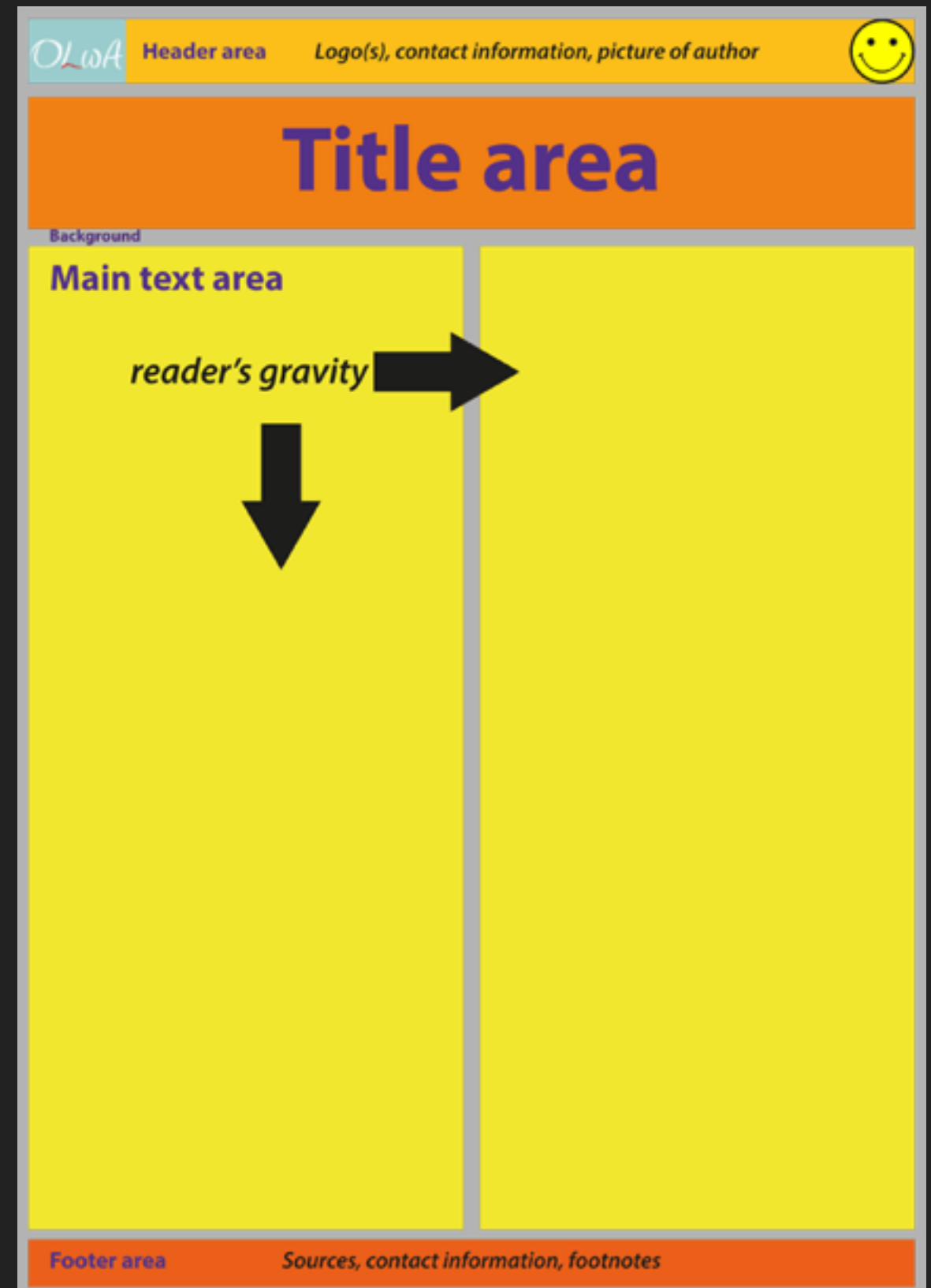
MAIN AREA

The main area can be structured and subdivided, e.g. by using several columns or an image across all columns, etc. In this area, you present the poster's main statement.



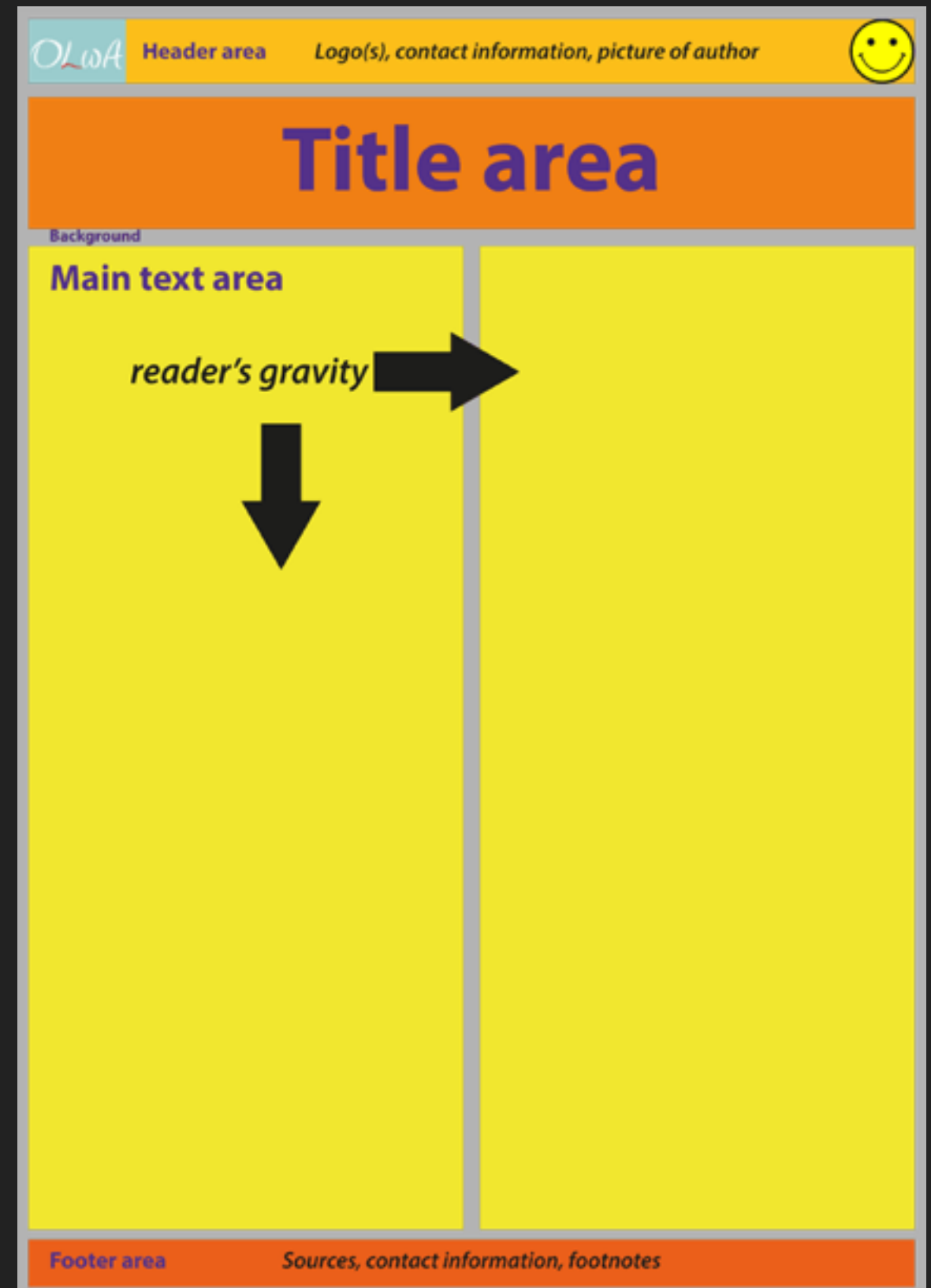
FOOTER AREA

Header and footer can be seen as a kind of framework tying it all together. However, the footer is not just a graphic element; this is where you can indicate references and contact details as well. This is also the only area where the font size doesn't necessarily have to be read from a distance of 1 - 1.5 m.



BACKGROUND

Often there are posters highlighted not only with colors but also with a structure or an image. This background should be appropriate as regards the poster's topic and not be distracting at all. If in doubt, it is always best to choose an unstructured background color.



FONT SIZE - A4

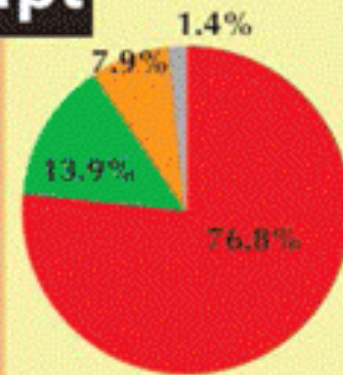
«Many Races – One Singapore» ←34pt



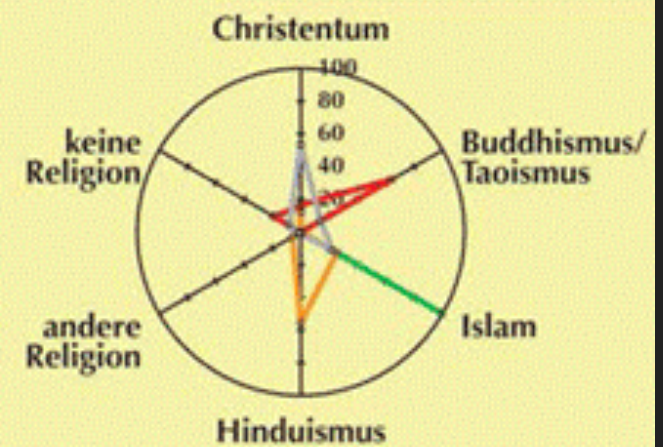
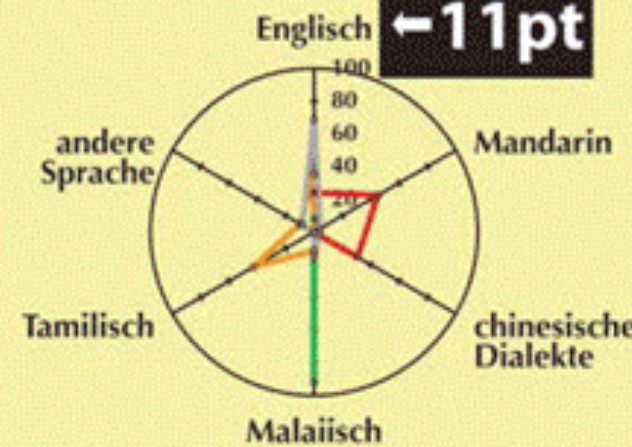
Geschichtlicher Hintergrund* ←20pt Kongruenz von Ethnie, Sprache und Religion

- Gründung 1819 durch Sir Stamford Raffles
- strategische Lage
- Kontrolle durch British East India Company
- Einwanderung aus britischen Kolonien und China
- geplante ethnische und funktionale Segregation
- Ausnahmen:
 ‹Eurasians›
 (V: Europäer, M: Asiatin)
 ‹Babas/Peranakan›
 (M: Malaiin, V: Chinese)
- 1942-45: japanische Besetzung
- 1963 Teil der Malaysischen Föderation
- 1965 Austritt und Unabhängigkeit
- Malaysias Politik:
 mehr Privilegien für Malaien
- Singapurs Politik:
 multikulturelles Malaysia
- HDI-Rang 2005: 25 (CH = 7)***

←14pt



←11pt



Ethnischer Hintergrund: ■ ChinesInnen ■ MalaiInnen ■ InderInnen ■ Andere

Politischer und gelebter Multikulturalismus*

staatliche Ordnung

- alle Bürger können klar einer Ethnie zugeordnet werden
- Ethnien sind in sich homogen
- alle Ethnien sind gleich(berechtigt)
- die Mischung von Ethnien fördert die nationale Identität

gelebter Alltag

- Selbstzuordnung funktioniert
- «Mischformen» sind häufig
- Klischees anderen gegenüber
- grosse innere Differenzierung
- Kapitalismus als Leitideologie
- ethnische NGOs
- Kooperation zwischen Ethnien
- man bleibt unter sich

* nach: Ackermann Andreas (2002): Patchwork: Dimensionen multikultureller Gesellschaften, Bielefeld: transcript, 173-210.
** Daten 2000: Singapore Dept. of Statistics, <http://www.singstat.gov.sg>, 10.10.2005
*** UNDP 2005: Human Development Report, New York, S. 219.

←9pt