Making a Poster

- Simplicity:
Too much information is distracting and reduces the impact of your work. Open space is essential, but don't over do it.

- Design Fluidity:
Use of different fonts is helpful; however use fonts that complement each other. Try and use a similar set of fonts for subtitles, quotes, data...
The same is true for color scheme. Use a tasteful pallet of colors, which vary slightly throughout the project.

- Pictures & Graphs:
Use of images is very helpful; it draws in the audience and softens your text. Note that a good mixture of graphs and photographs spread throughout the poster can be very interesting and eye pleasing.

- Background:
If you want to have a background image, you must fade it out. Further, your background must be simple in nature. A detailed background image clutters the poster.

- Organization:
Box, border, group...
It is vital to organize your information; it helps your audience focus on each subject individually. Further, the pattern and flow of your data from left to right, top to bottom.

- Content:
Make sure your content is brief. People should know what your project is about and what the conclusion is in as few sentences as possible.

Building an Airport for San Diego:

Michael C. Linn
Urban Studies and Planning
University of California, San Diego

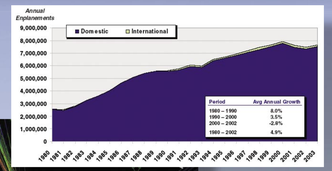
Interests, Influences and Impact

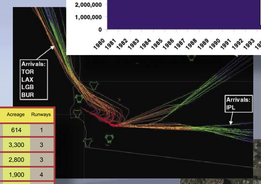
Airport operations and development have profound affects on the area they serve. Aviation demand assessment and infrastructure planning are by nature complex; tapping extensive political, economic, environmental, and logistical considerations. After nearly a half century of debate over aviation capacity in San Diego, the economic vitality of the region is beginning to bear the burden of a constrained system. Slated to make the ballot in 2006, San Diegans will vote on the future of Lindbergh Field. However, the influence on the fate of the airport rests on more factors than the public's opinion. To best understand influence on airports the old adage applies: 'follow the money'. Bearing the responsibility for most of the revenues required to build and operate an airport, air carriers will ultimately decide Lindbergh's fate.

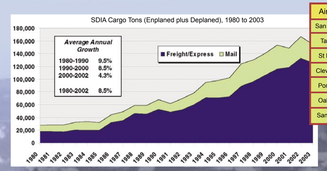
San Diego International Airport

Opened in 1928: San Diego Population 150,000
Today it serves a regional population of 3 million

Only major commercial airport with one runway
Accomodates 16 million passengers
Over 200,000 opperations yearly

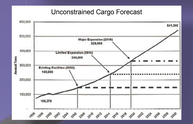




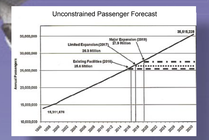


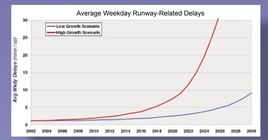
Airport	Population (in millions)	Passengers (in millions)	Cargo (in tons)	Acreage	Runways
San Diego	2.8	15.3	154,600	614	1
Tampa	2.39	15.5	85,500	3,300	3
St Louis	2.69	20.4	87,650	2,800	3
Cleveland	2.1	10.6	105,580	1,900	4
Portland	1.9	12.4	249,880	3,400	3
Oakland	2.39	13.5	620,453	2,500	4
San Jose	1.7	10.7	120,000	1,050	3

Who Needs An Airport?



Forecasts project over 250,000 operations by 2015
300,000 by 2021, and 28 million passengers by 2030...
The existing facilities scenario will result in 20,000 fewer jobs...
$1.37 billion less Gross Regional Product...
23,000 fewer people and 9,240 fewer households...





If You Build It, Will They Come?

"People fly to destinations, not airports."
– Jim Buckles

There is close relationship between the user's destination and their desired airport

*"What makes airplanes fly?
It's not lift over drag, it's money."*
– Fred Arenas

PAYING FOR A NEW AIRPORT

- NO local tax dollars would be used to build a new airport.
- Funding for a new airport – as with many large public projects – typically involves the issuance of revenue bonds. These bonds would be paid back by airport-generated revenues.
- Third-party development for infrastructure such as cargo facilities, etc. could also play an important role
- Also, the Federal Airport Improvement Program provides grants for new airport construction through the FAA.

Regional Airport Authority

Airlines are responsible for the burden of financially supporting the development and operation of the airports they use through leases and landing fees

"Airports must manage many factors; however the only real issues they are faced with are in dealing with the airlines. Airports are funded by the airlines; if something major is planned, it goes through the airlines"
– John Wehrlich

Technical:

Fonts:

Title as shown- (127pt)
Suggested Range- (95-135pt)

Subtitle as shown- (85pt)
Suggested Range- (55-90pt)

Section Title as shown- (48pt)
Suggested Range- (32-52pt)

Data as shown- (36pt)
Suggested Range- (14-38)

Images:

Try and use high resolution images. If they look grainy or pixilated on the screen they should not be on your poster. Higher DPI (Dots Per Inch) is better.

Optimal DPI- 300
Minimum Recommended- 75

Comments:
Be creative & do your own work! Everyone can follow these guidelines and have very different posters, yet all look professional.