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Raising awareness of sprawl in Columbia, Missouri through graphic design

Craig Meyer and Richard Wilson

Although many view sprawl as a problem limited to largely populated cities, the effects of unchecked development and growth is still relevant to the residents of Columbia, Missouri. Within the last decade, the planning and development of Columbia has been a contentious issue. Evidence of sprawl exists, yet many do not realize the impact. A sprawling growth pattern raises serious environmental, economic and social concerns. Through research into sprawl and information graphics, I have designed a series of posters that try to simplify the issue and bring it into the public's view.