

# A Graphic Designer's View of GIS Mapping

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# A little about *ME*

# Some questions for *YOU...*

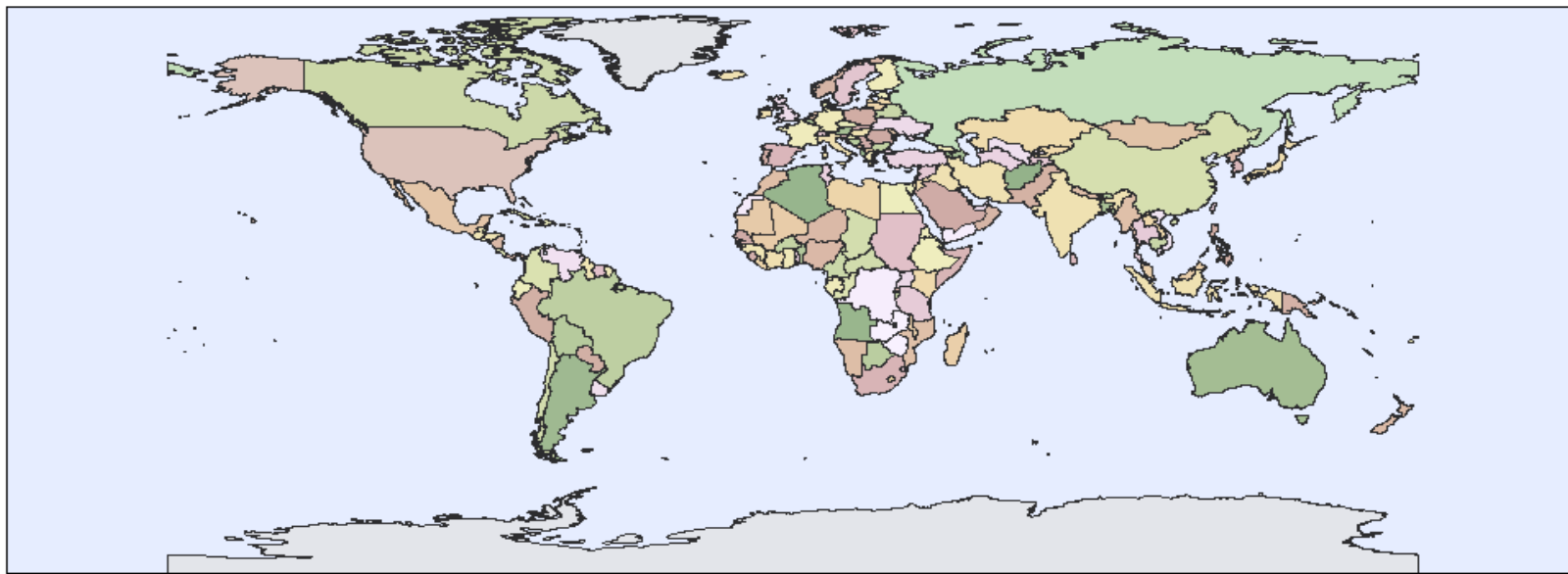
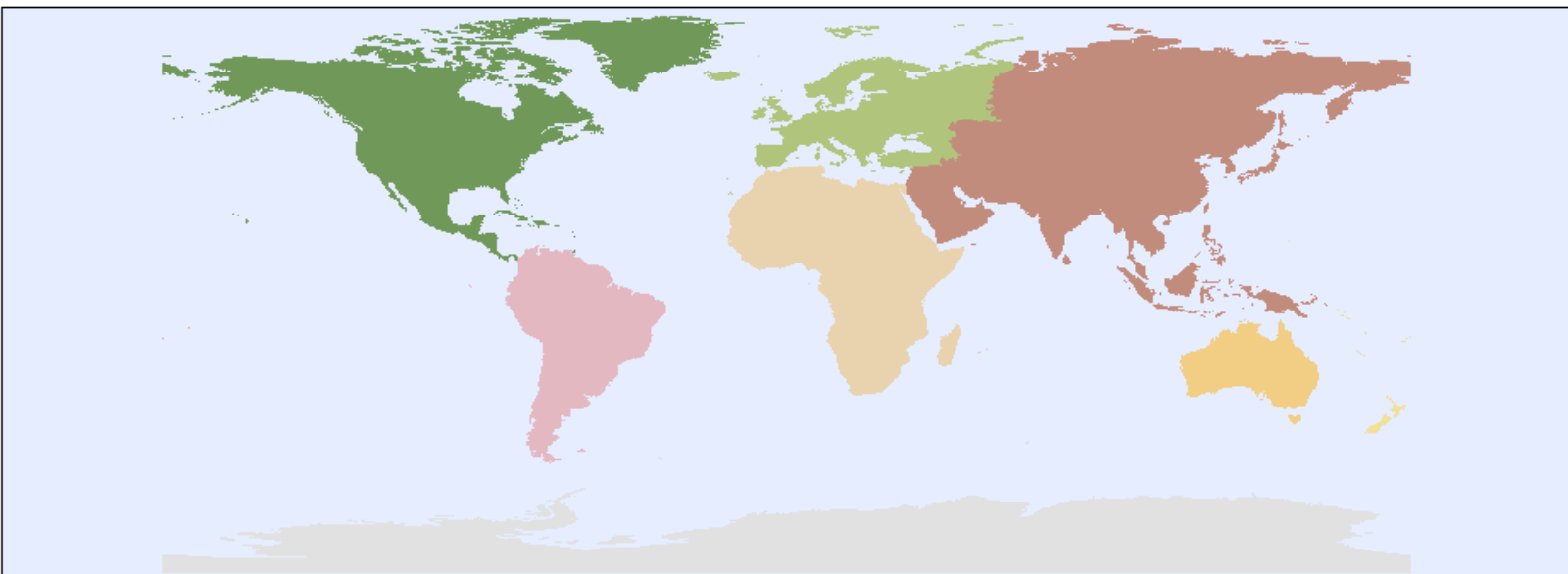
# A Graphic Designer's View of GIS Mapping

By applying the basic principles of design,  
*anyone* from *any* background can create  
high-quality, attractive maps.

# The Basic Principles of Design

- ◆ Emphasis
- ◆ Composition and Layout
- ◆ Color
- ◆ Professionalism

**Graphic Design  
is just another tool  
available to  
GIS Professionals**



# Definitions

## ◇ Cartography:

- the science or art of making maps

## ◇ Graphic Design:

- the art of using design elements to convey information or create an effect

## ◇ Art:

- skill acquired by experience, study or observation

## ◇ Geography:

- a science that deals with the delineation of features of the earth

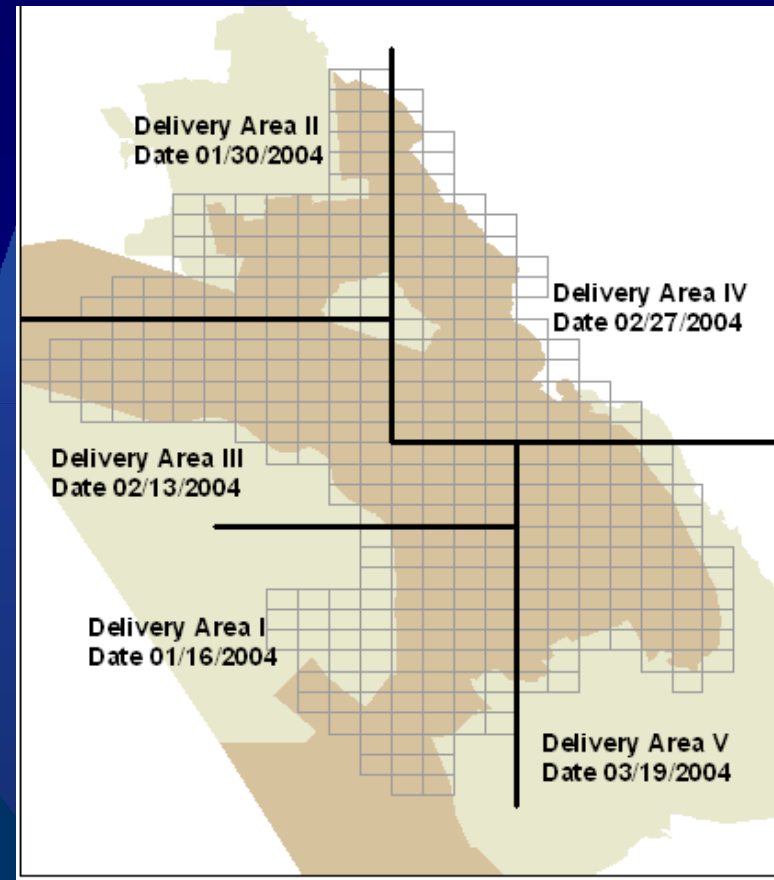
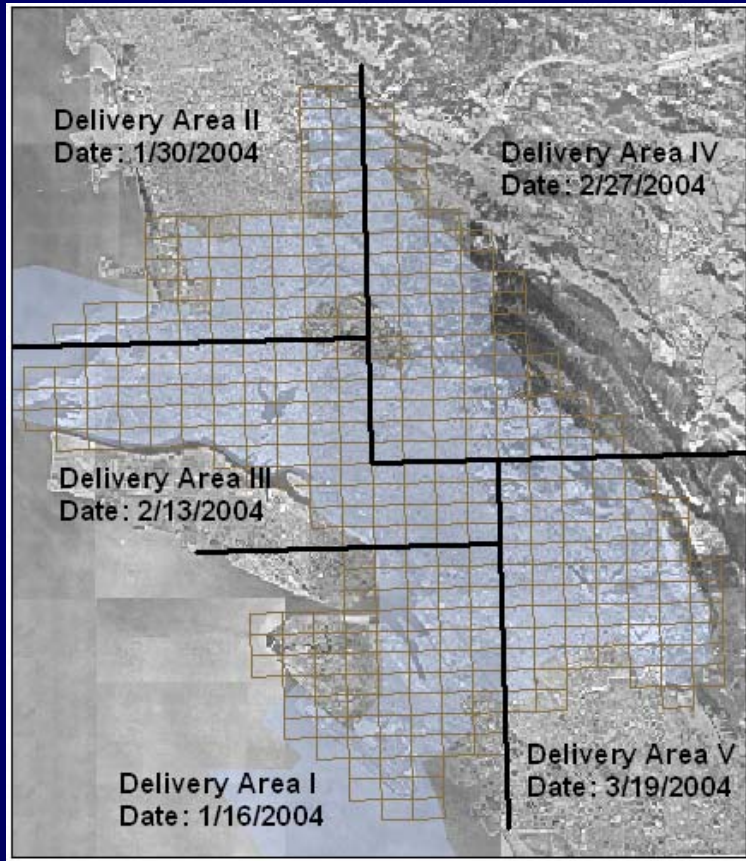
## ◇ GIS:

- geographic information system

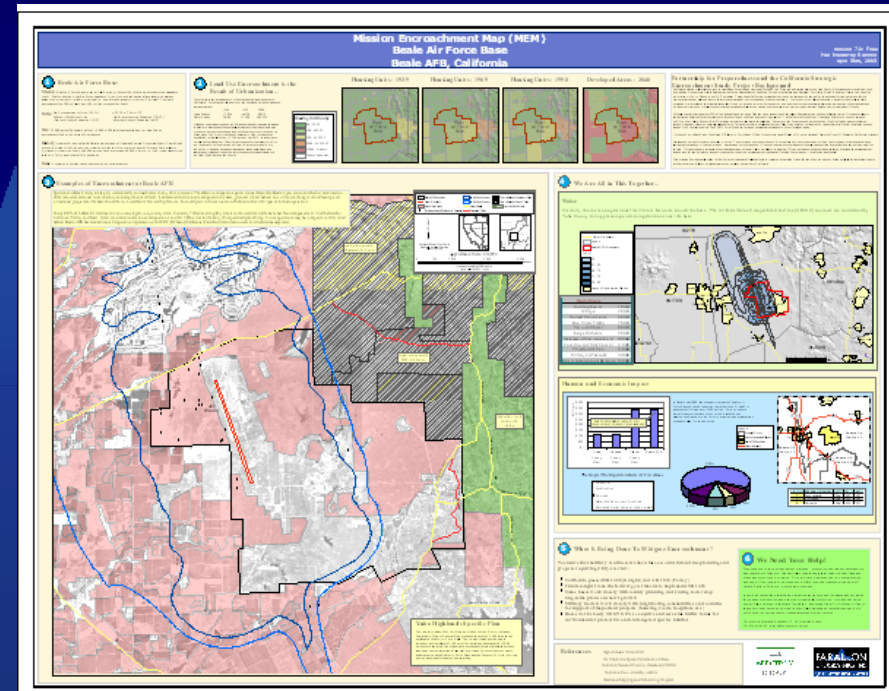
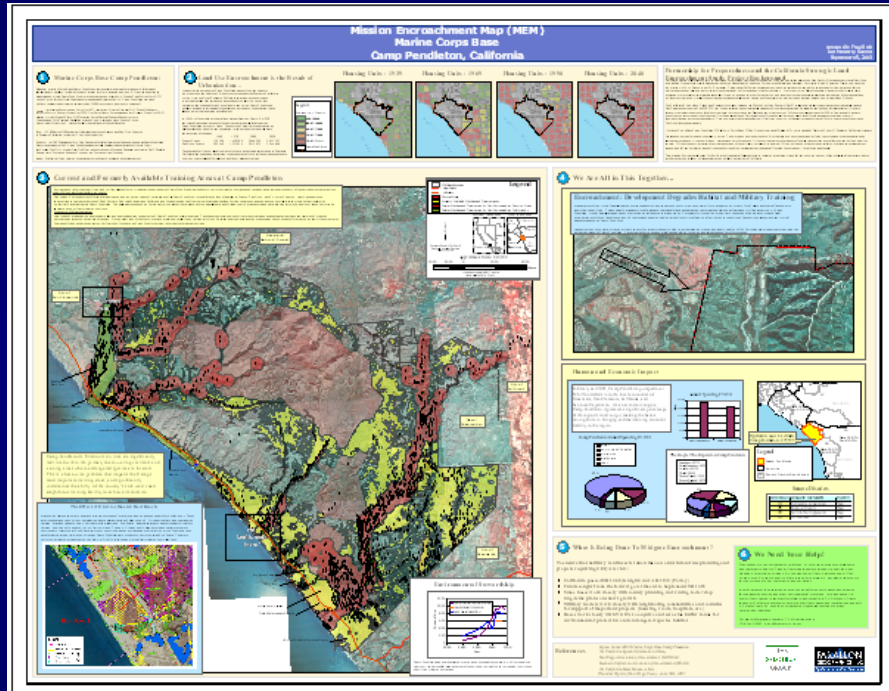
# Emphasis

- ◆ *Make Your Point!!*
- ◆ Information density
- ◆ Who is your audience?
  - Conservative, young, stressed out, skeptical, not geospatially savvy...

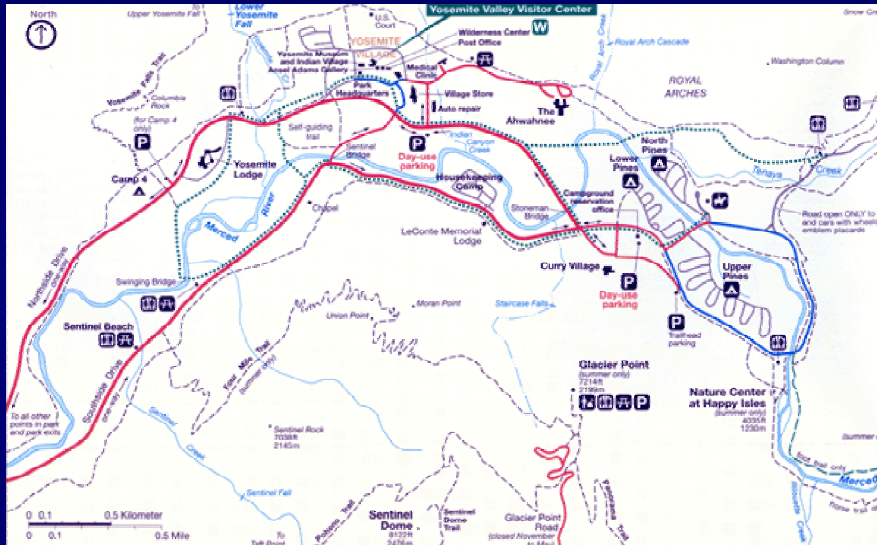
# Emphasis: Making your Point



# Emphasis: Information Density



# Emphasis: Speak to your audience



# Composition and Layout

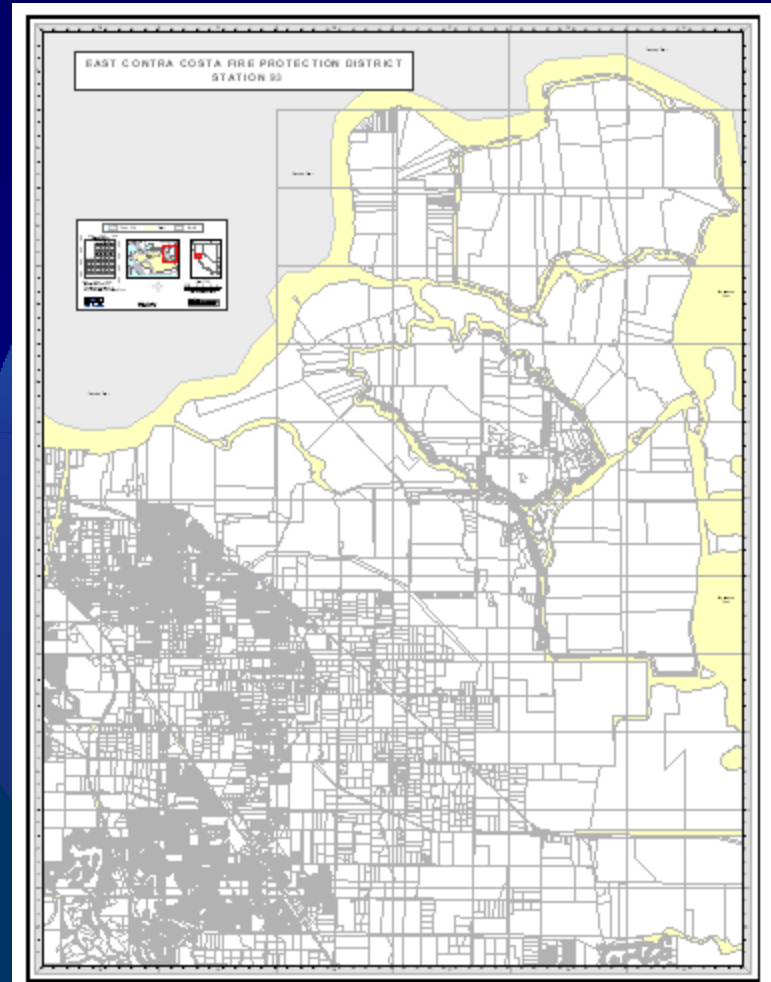
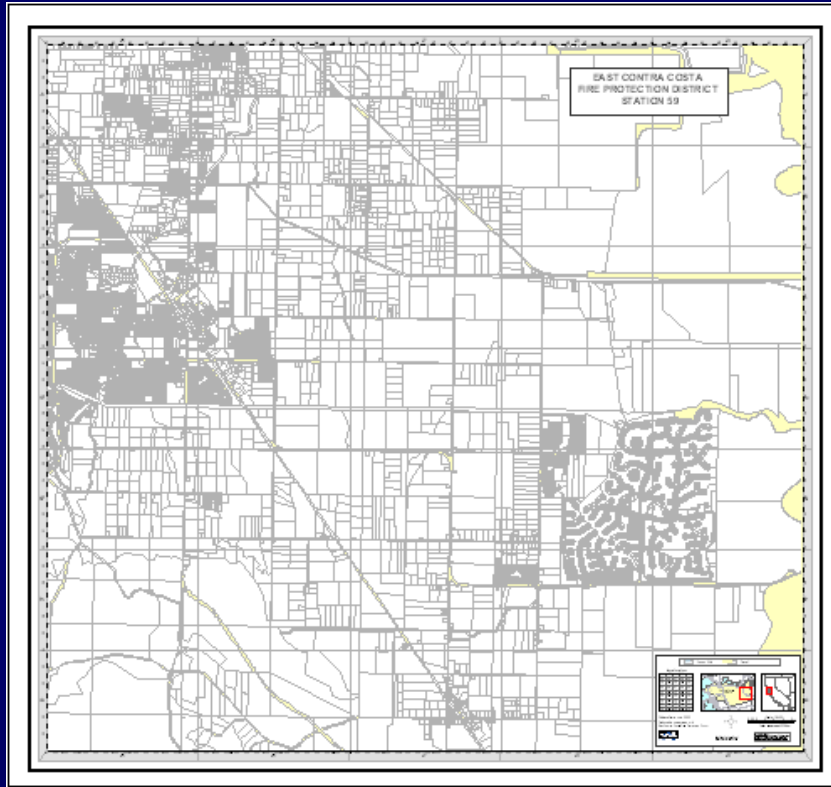
◆ Leading the Viewer's Eye

◆ Balance

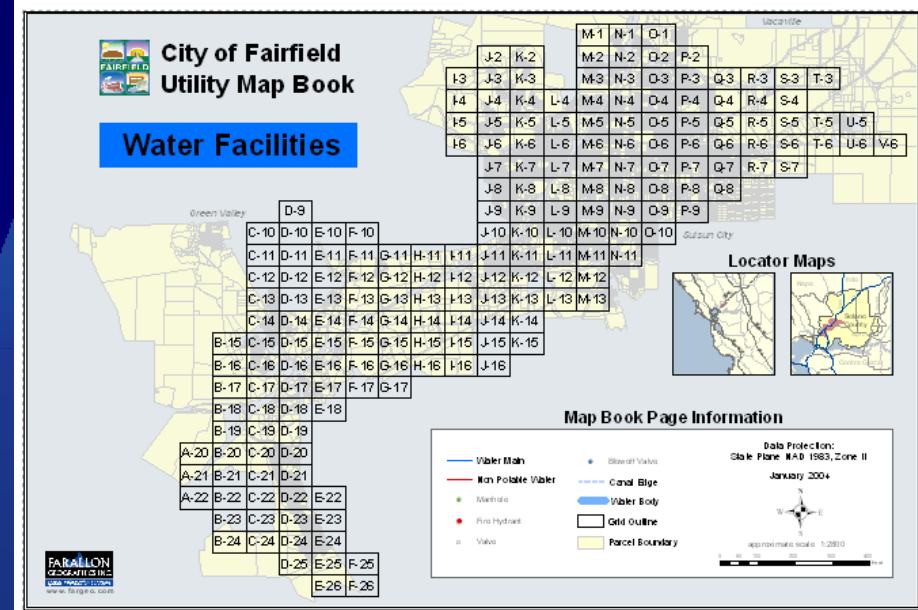
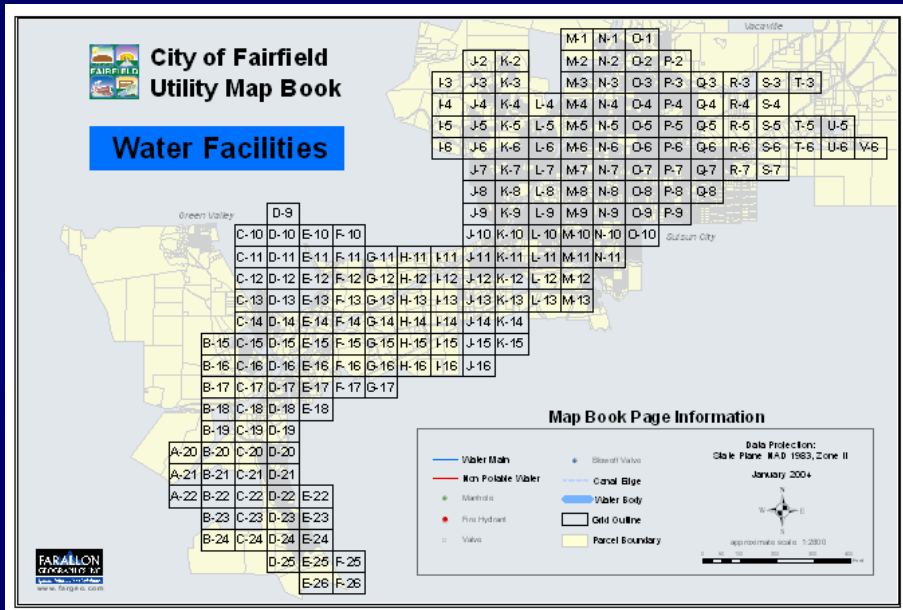
◆ Also...

- Unity - completeness/oneness/harmony
- Movement - rhythm/repetition/direction

# Composition and Layout: Leading the Viewer's Eye



# Composition and Layout: Balance



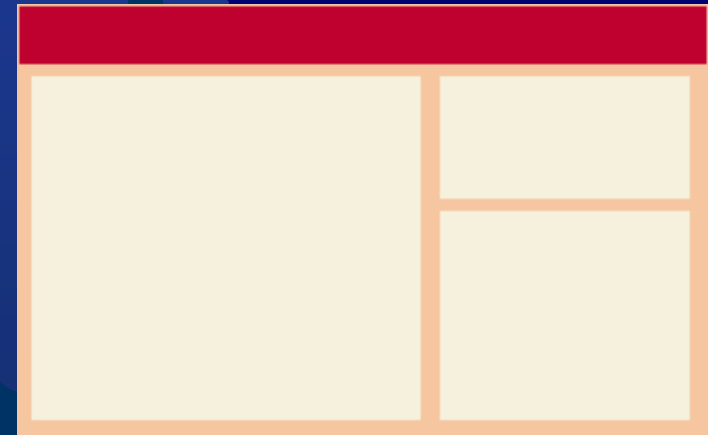
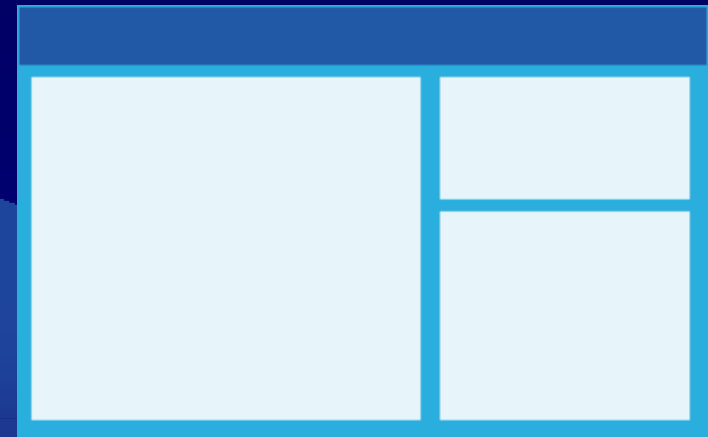
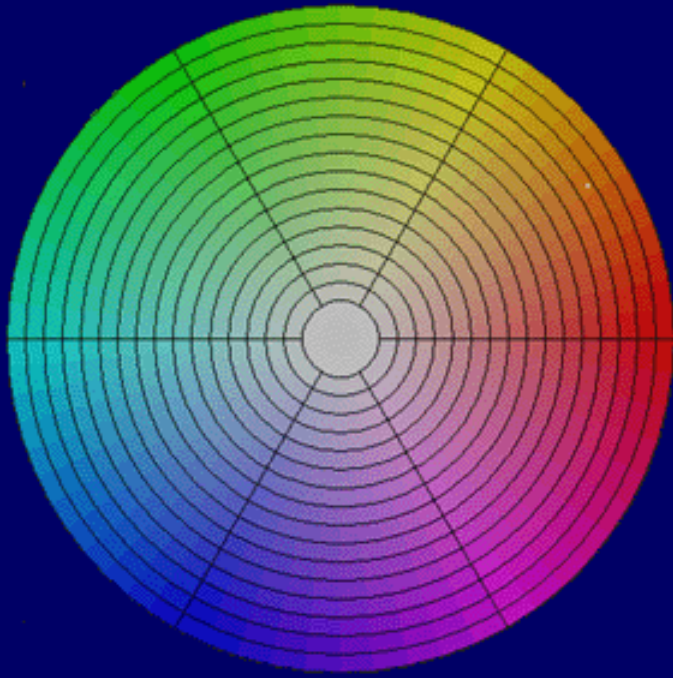
# Composition and Layout: Unity and Movement



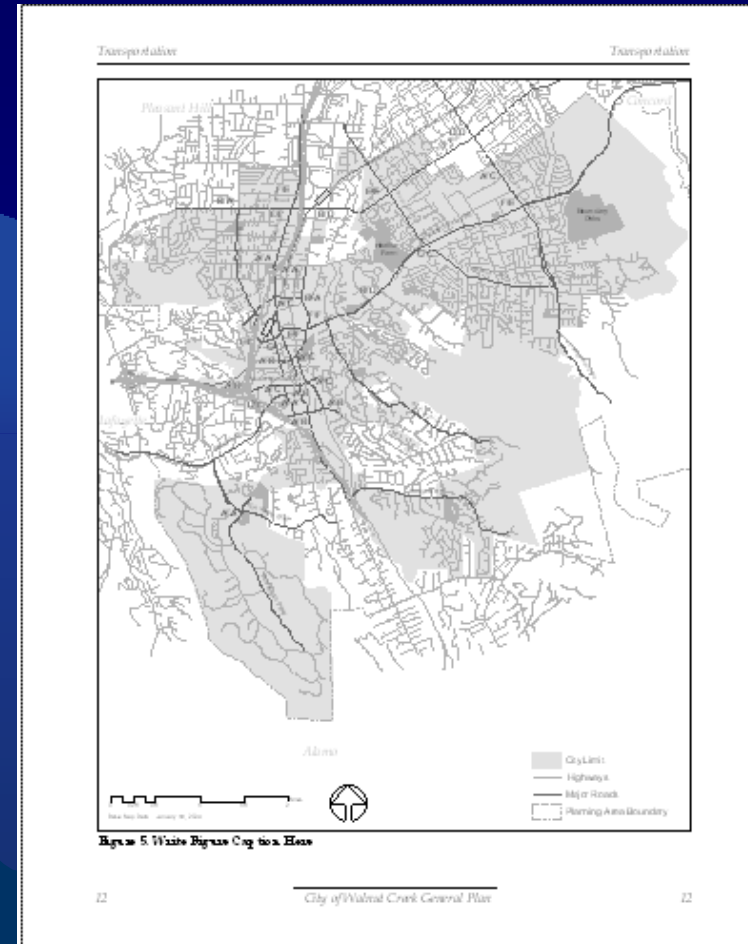
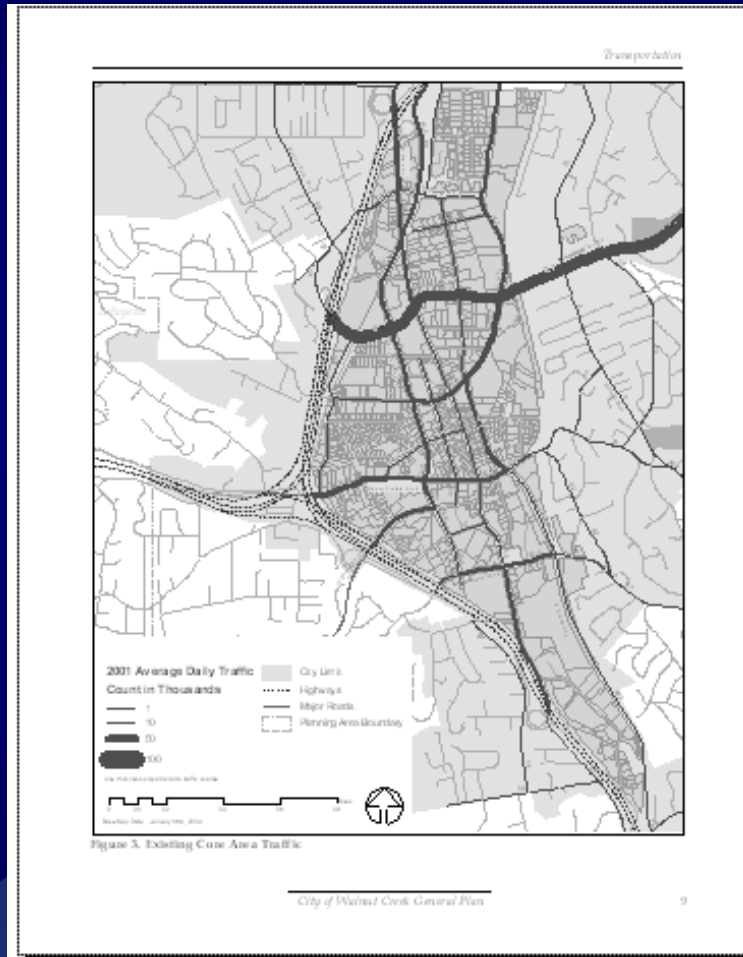
# Color

- ◆ Using color
- ◆ Doing a lot without color

# Color: Using color



# Color: Doing a lot without color



# Professional (aka Cool) Design

- ◆ Don't we all just want to be *cool* ?
- ◆ The best way to find cool design ideas is to look at what other people have done...

# Summary of Key Points

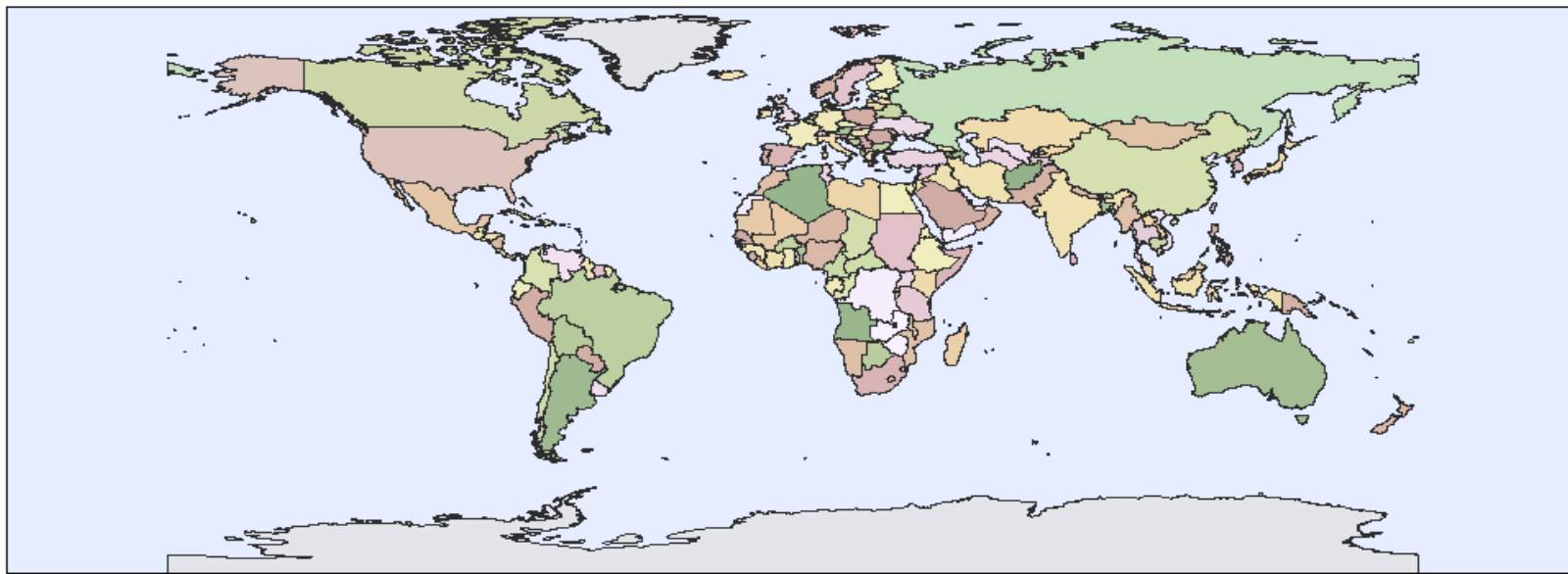
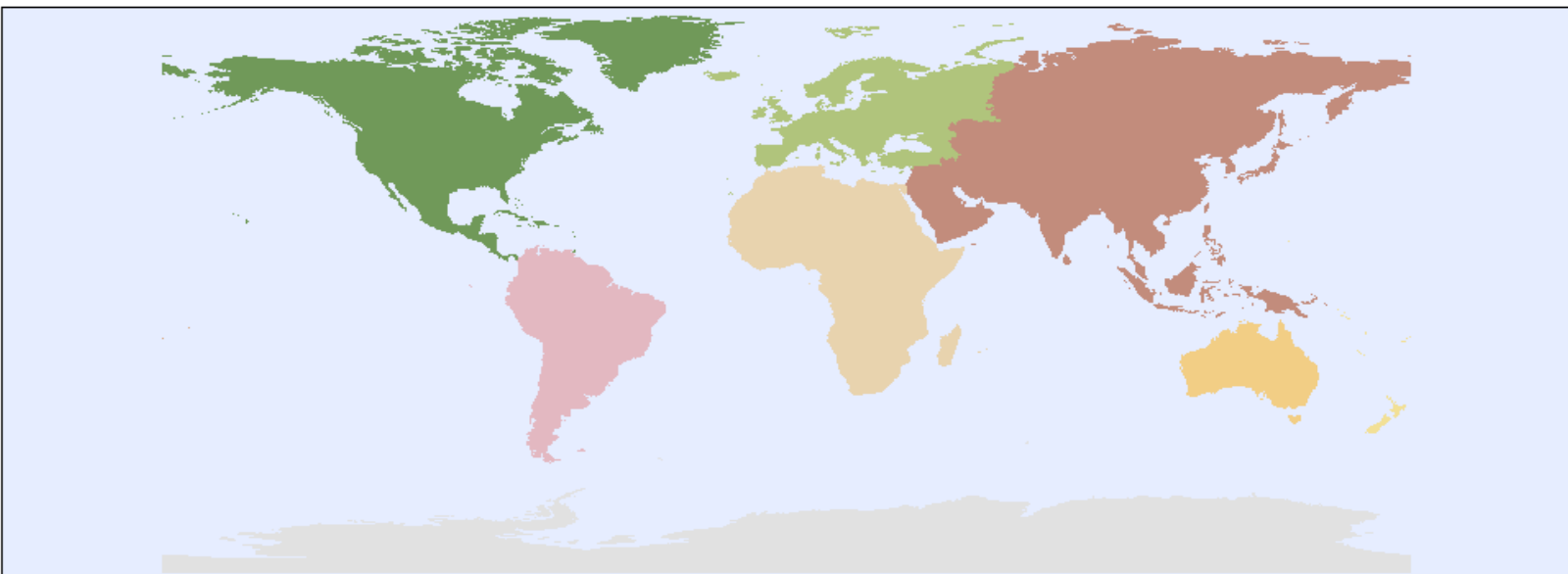
- ◆ **Every map communicates...what does your map say?** *Design is informational...*
- ◆ **So, what's the point of all this?** *Design to make your point, don't lose your point in your design...*
- ◆ **Avoid designer's block.** *Flip through magazines or look at cool websites to see what's new and adapt those design ideas...*

**“Rarely is the question asked:  
Is our children learning?”**

George W. Bush

OR

*How is graphic design influencing what our  
children are learning about geography?*



# Thank you!

Questions?