



Designing Good Maps





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THE **7** HABITS OF
HIGHLY
EFFECTIVE
CARTOGRAPHERS
TAUGHT BY THE AUTHOR

Frank J. Kenney

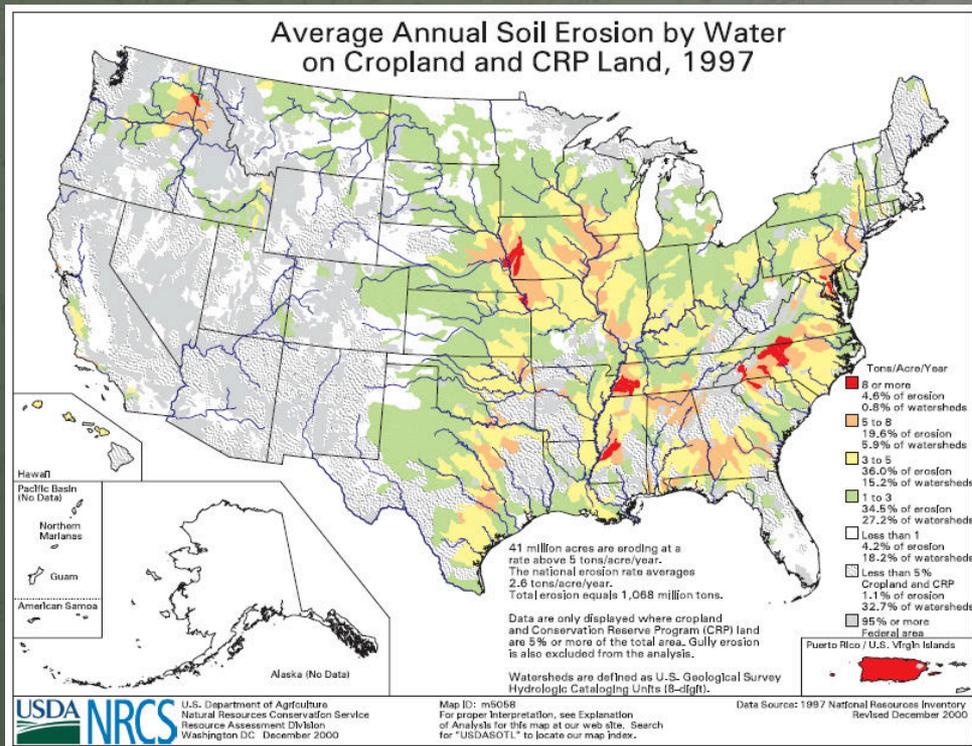


The Seven Habits

1. know your audience, venue and purpose
2. take time to understand basic geodesy
3. match the data with your desired detail
4. experiment with layout and design
5. use color to enhance, not to impress
6. create labels that are more than words
7. employ simple and intuitive symbology



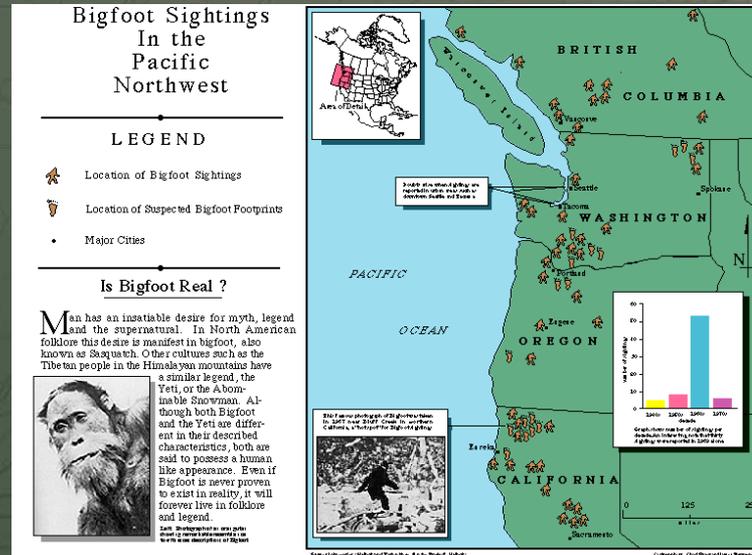
“The purpose of design is to focus the attention of the user.”





1. know your audience, venue and purpose

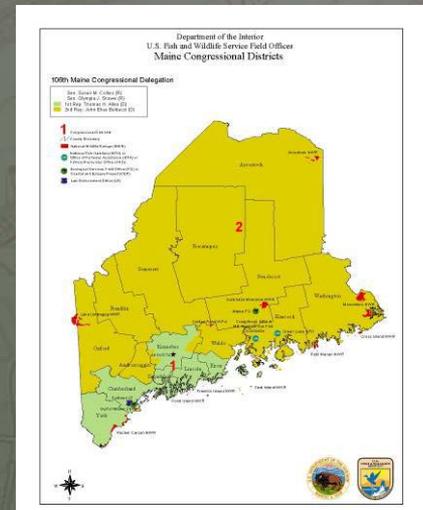
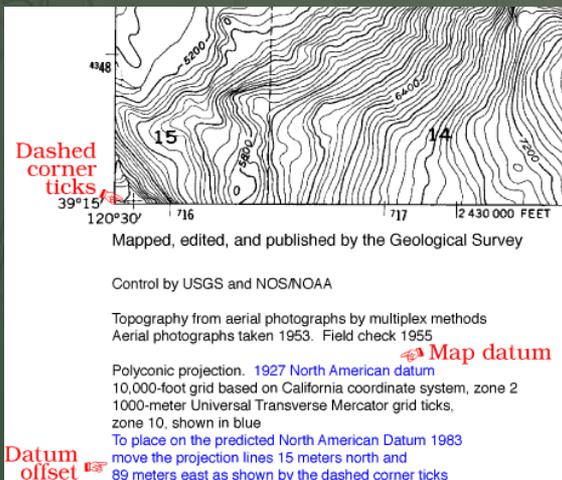
- age, profession, limitations, expertise...
- web-site, report, town meeting, newspaper...
- general purpose, topic-specific, one of a series...





2. take time to understand basic geodesy

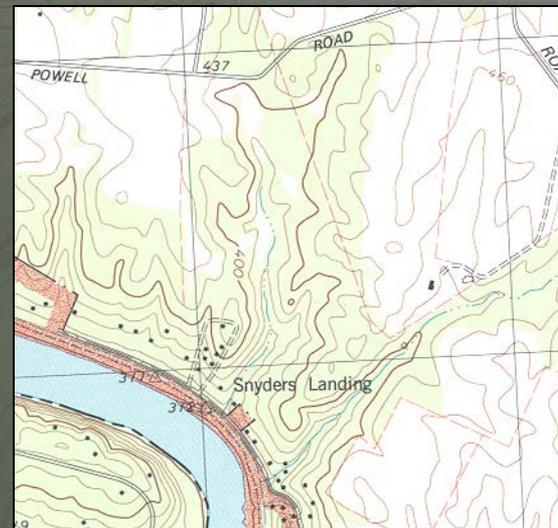
- datums - NAD27, NAD83, WGS84...
- projections - Mercator, Lambert conformal conic...
- coordinate systems - latitude/longitude, UTM, SPCS





3. match the data with your desired detail

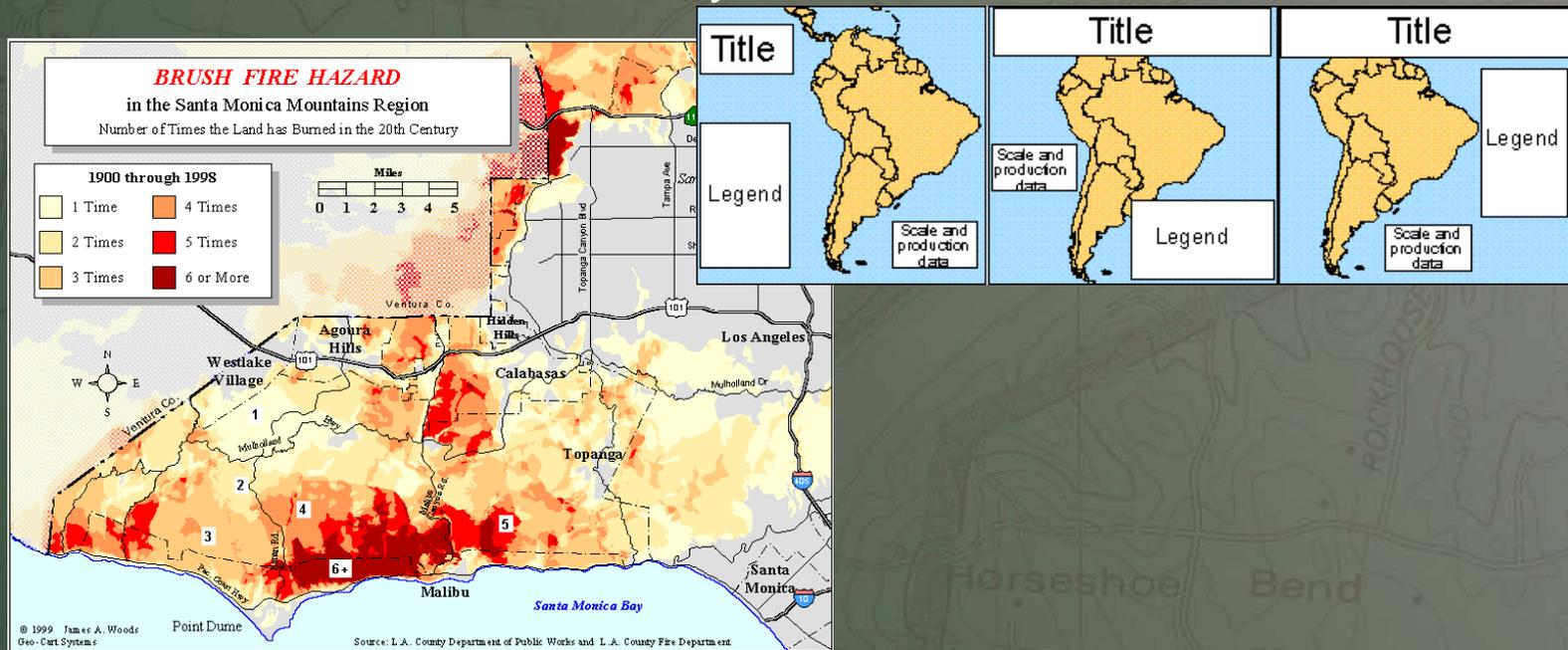
- select the appropriate scale for your map...
- respect the scale of your source data...





4. experiment with layout and design

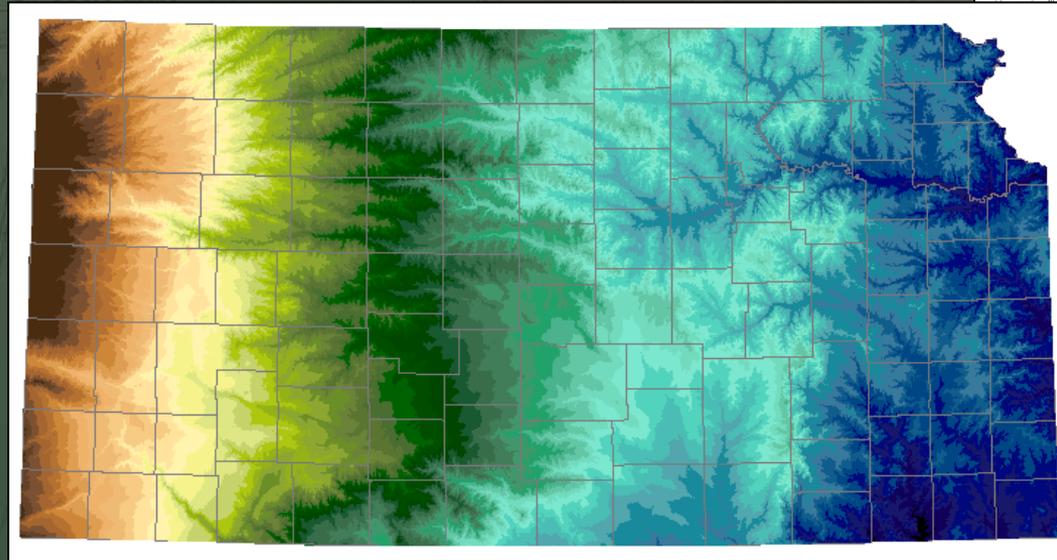
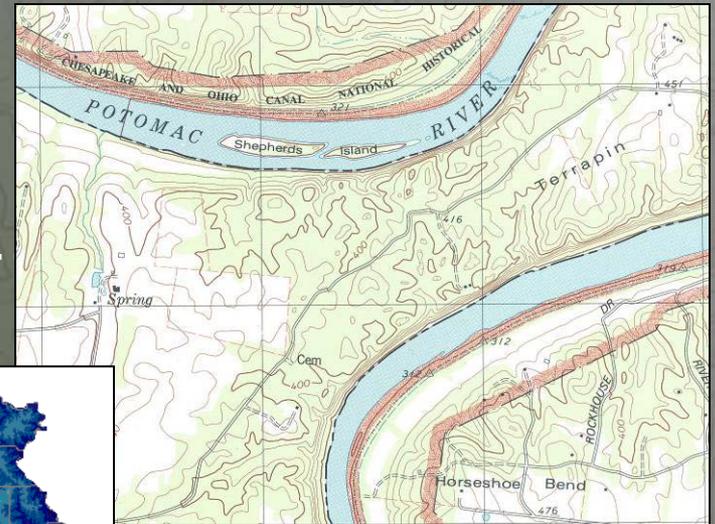
- important things must look important...
- not everything requires a box or a frame...
- consider, but don't be bound by convention...





5. use color to enhance, not impress

- being your “favorite” color does not justify its use
- realize that WYSI not necessarily WYG
- unlike in design, don’t flaunt convention.





6. create labels that are more than words

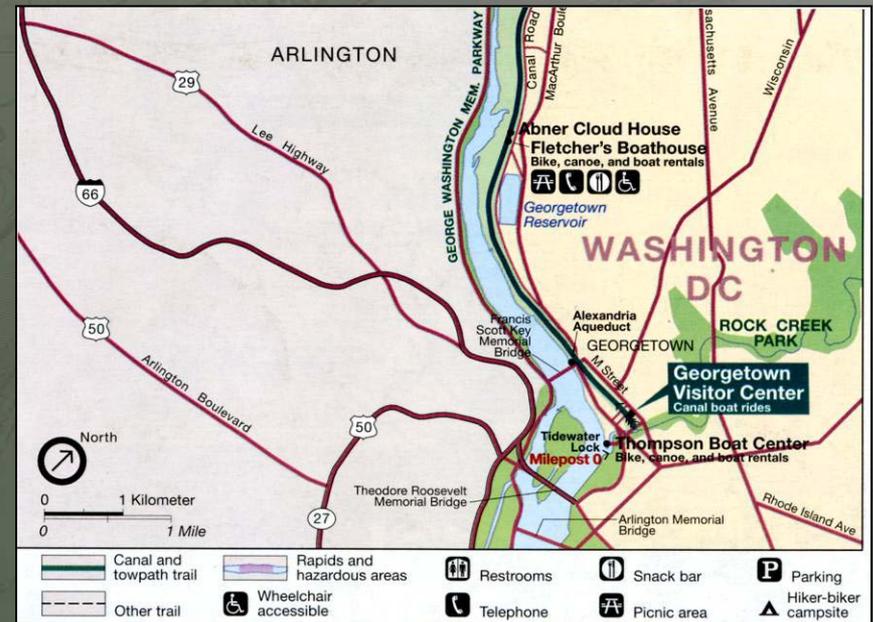
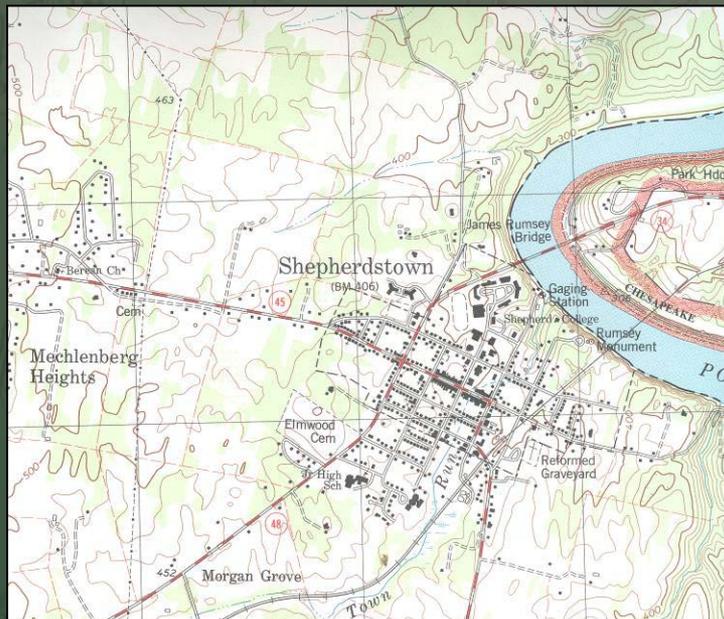
- clearly associate labels with their respective features...
- label features to reinforce their geography...
- use annotation to create an information hierarchy...





7. employ simple and intuitive symbology

- don't expect a map reader to be clairvoyant...
- proportion rather than scale; indication rather than reality...
- unlike in design, don't flaunt convention...





Seven Simple Suggestions

1. just because you *can* do it, doesn't mean you *have* to
2. steal the best ideas and make them your own
3. don't (necessarily) accept the defaults
4. you're done when you can't take anything else out
5. the customer is NOT always right
6. not every map has to be your "best" work
7. have someone else check/review your map