

Figure B.1

This map is an outstanding example of an attractive, well-organized design that communicates effortlessly. With the use of well-organized margin elements, a generous amount of detail, well-placed labels, and standard symbols, visitors to the John Wayne Pioneer Trail will have no trouble locating themselves or the information and services they need. A dark background unifies the entire page while giving it a modern look. The two major titles are in a small-cap font that is lighter in color than the background, tying in well, as do the lighter-colored margin boxes on the side. Colors, fonts, alignment, and many other details were carefully and thoughtfully coordinated. (Designed by Matt Stevenson, Principal, CORE GIS, LLC for The Trust for Public Land. With permission.)

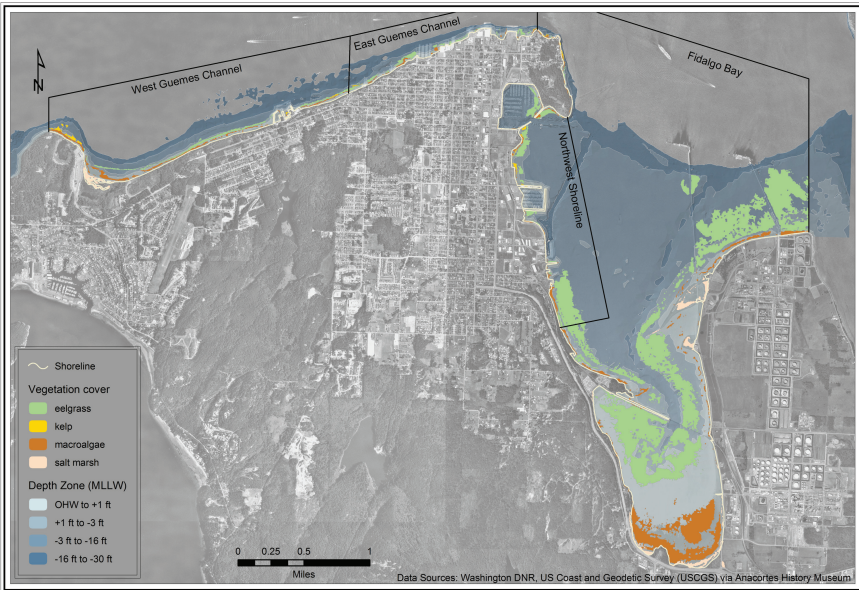


Figure B.2

This map of vegetation cover and depth uses black-and-white aerial imagery as its background layer. The blue hue of the bay and the vegetation colors are all saturated colors that go well with the grayscale background. Furthermore, the legend background matches the dominant color of the background image: gray. This allows the legend to remain secondary to the map, whereas a white background would have drawn too much attention to it. The data sources are neatly tucked into a corner. A small amount of white space between the map and the map's frame allows for a gradual transition to the white space of the report page on which it was placed. It also matches the small amount of white found in the image itself. (Designed by Allison Bailey, Principal, SoundGIS, for the Washington Department of Fish and Wildlife. With permission.)

Robbery Hotspot at Greyhound Terminal

2006 Robberies in Downtown Houston

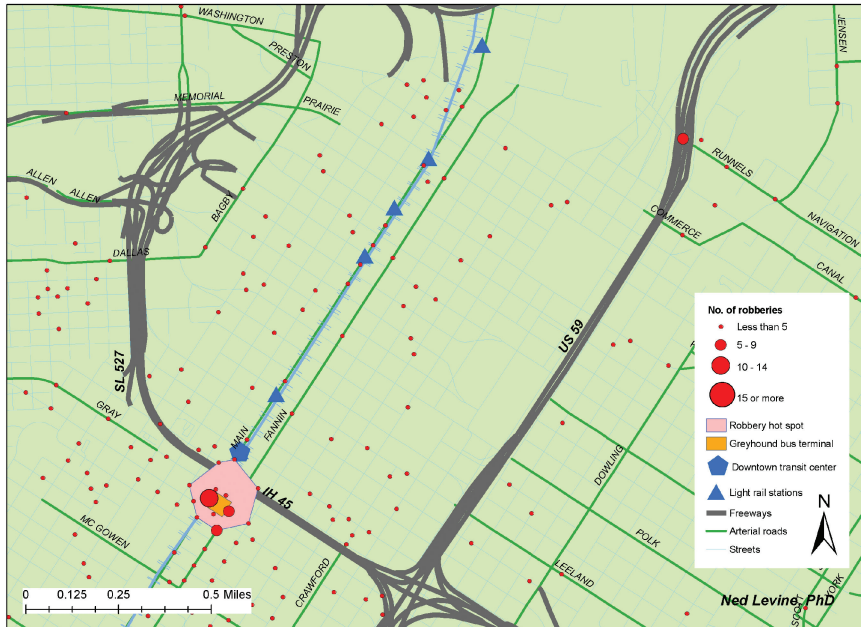


Figure B.4

This map illustrates two related statistical analyses: robbery density and robbery hotspots. It allows you to instantly verify the hotspot visually by comparing it to the large circles that indicate numerous robberies in that location. Some ancillary data help to further our understanding of the situation, including the location of a bus terminal that may be related. In case a viewer does not notice that connection, the map designer has clearly highlighted it in the map title. Road symbol levels and clear road labeling give good contextual background for data that are intimately tied with streets. (Designed by Ned Levine, PhD, Principal, Ned Levine & Associates. With permission.)

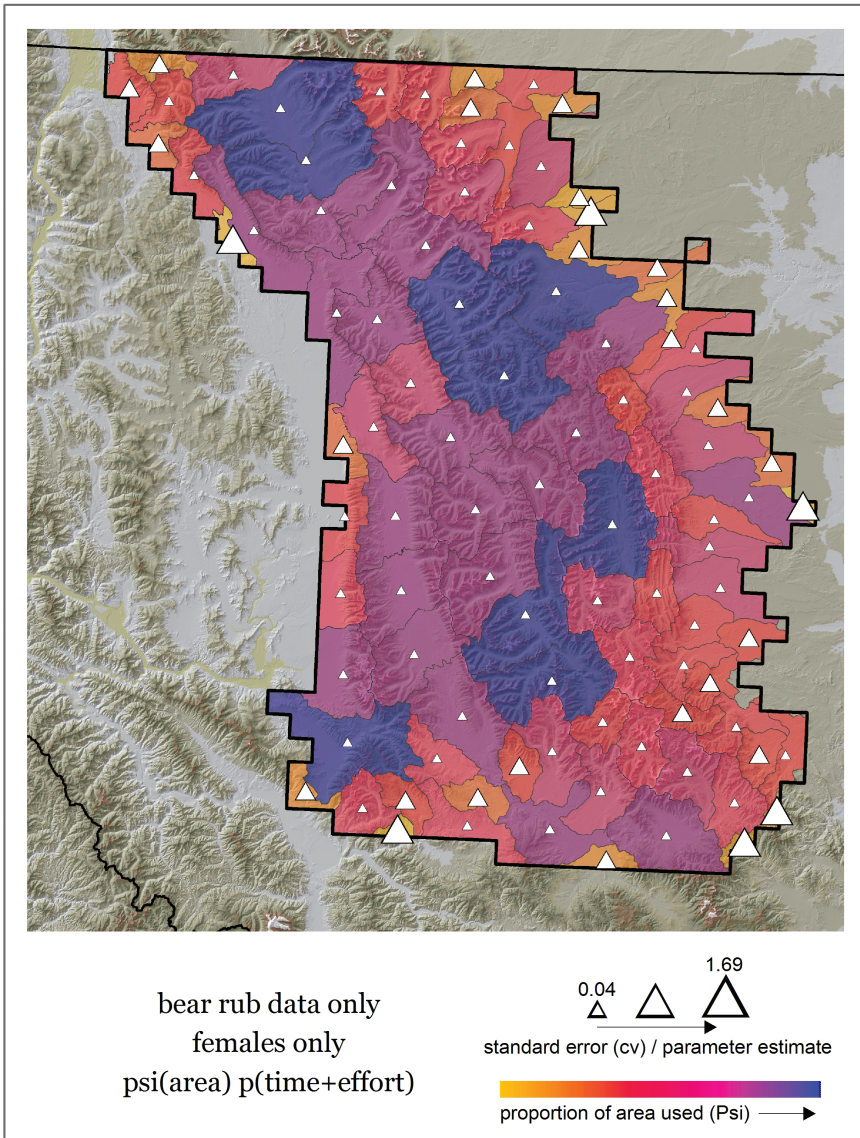


Figure B.5

This map, which shows the results of a simple model that estimates the proportion of area used by grizzly bears in the Northern Continental Divide Ecosystem, Montana, is part of a series of maps in a report. The other maps in the series share the same scale, location, drainage basin data, and elevation data, so those items are explained on a separate page. The three text lines in the margin explain the particulars of this map so the report reader can quickly see how this map is different from the others. The color ramp is used to highlight the number of bear rub markings found in each basin, which could have been from one very active bear or from several less active bears. (Designed by Jeff Stetz, Biologist, U.S. Geological Survey.)



Figure B.6

This vibrant map of Australia squeezes in quite a few labels while maintaining legibility and text hierarchy. Note the larger letter spacing and lighter gray of the Australian state and territory labels in contrast with the black city labels. Note also the splined text of the water features and the understated yet eminently usable scale bar. (Designed by Dan Bowles, *Australian Geographic* and the Cartographic Division.)

Virginia

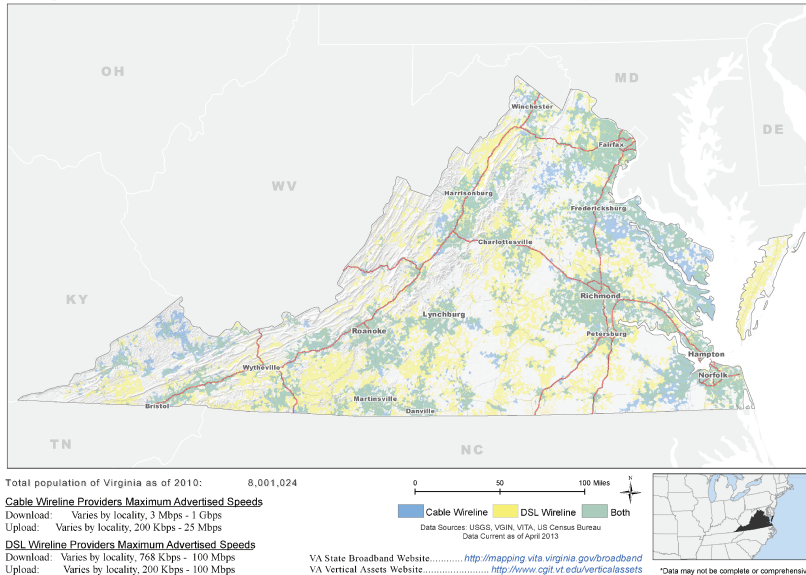


Figure B.7

This map is one of thousands in a series made at various scales (state, planning district, county) for the Virginia State Broadband Mapping Initiative. It shows cable wireline and DSL broadband Internet coverage in the state of Virginia as of April 2013. Some statistics are reported in the lower left portion of the map, while an easy-to-understand locator map appears in the lower right. Notice that the state names are in a large but light gray font. The city labels, in contrast, are much smaller, but in a black font. (Designed by Matt Layman, Virginia Tech Center for Geospatial Information Technology. Virginia Broadband Map Book Portal (2013). [VA_CableDSL, 2013]. Virginia Tech Center for Geospatial Information Technology. With permission.)

The Black Birch trail is located on land owned by the Carnegie Museum of Natural History in Pittsburgh, Pennsylvania. A gray-shaded trail line with interior dashes highlights the trail well against the green background. Notice how the background has a subtle hillshade and hypsometric tint along with well-marked parking locations; all important elements for trail maps. (Designed by Michael Bowser and James Whitacre, Carnegie Museum of Natural History. With permission.)

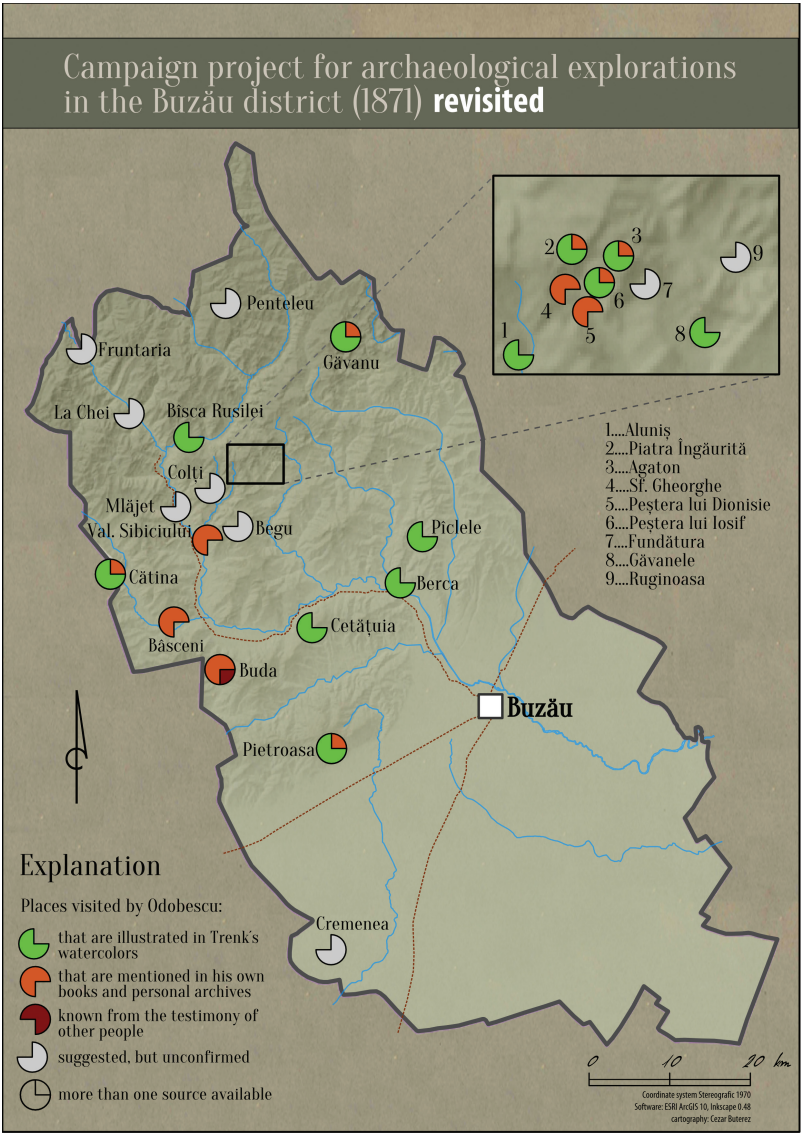


Figure B.9

This map focuses on points where a famous Romanian archaeologist, Alexandru Odobescu, led an exploration project in 1871. The map appeared in the *Mousaios* journal issued by the Buzău County Museum, next to an article about Odobescu's travels. The map title is clear, both in content and style. The district is clearly defined, while the surrounding empty space is kept interesting yet unobtrusive by the use of a complementary color palette. Inside the district, the topography is suggested but doesn't overwhelm the map, leaving the visited point locations to stand out. The inset map zooms in on a particularly data-rich area, and illustrates good use of leader lines. (Designed by Cezar Buterez, PhD Student in Human Geography, University of Bucharest. With permission.)

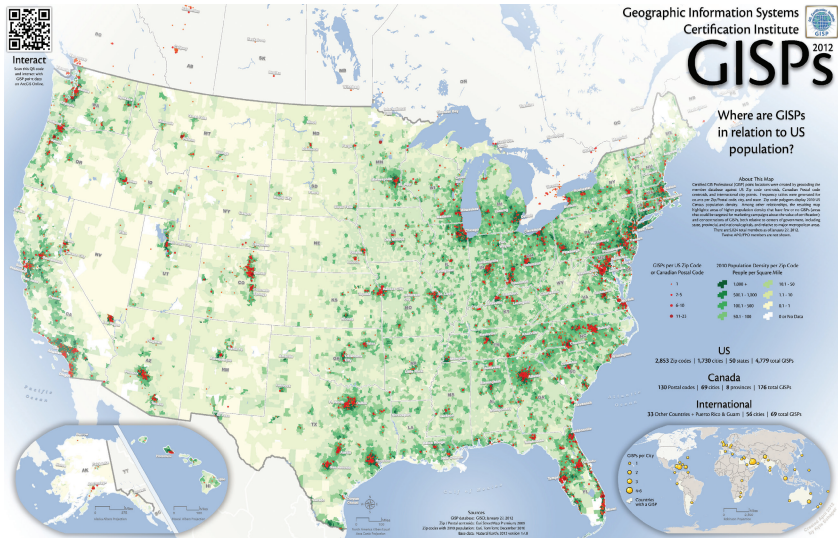


Figure B.10

This layout, meant for a large-format print, has well-organized and aligned margin elements. The map designer made good use of graphic design techniques, such as color fade-outs and shadows, to provide figure-ground definition. The central focus of the map is clear even though the layout contains a lot of supporting information. (Designed by Kyle Schaper for the GIS Certification Institute. With permission.)

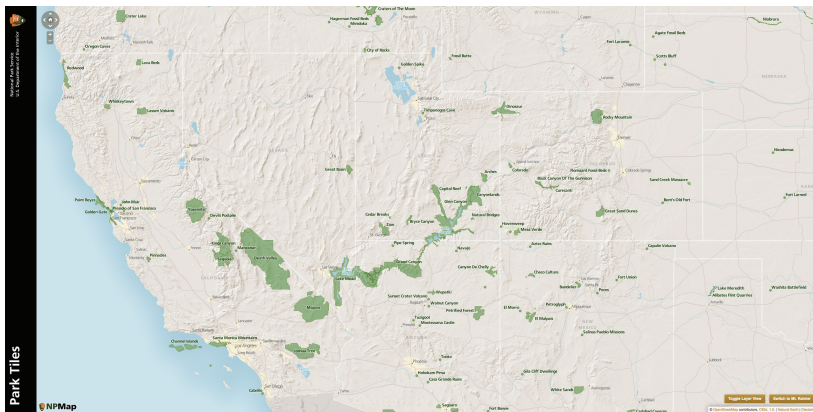


Figure B.11

Full-screen layouts for web maps are highly effective, as this screenshot of the National Park Service's Park Tiles shows. With only a left-hand title bar and a few buttons at the bottom-right, the map takes center stage, is easy to navigate, and promptly helps the viewer gain an understanding of where US parks are located. The hillshade basemap services the park concept well, while the much more subdued water areas allow the focus to remain on the land portions of the map. (Designed by Mamata Akella, National Park Service. With permission.)