

CHAPTER THREE: LAYOUT DESIGN

1. What are the characteristics of a good map title? Give an example of a good map title.

- Short. Ten words or less.
- Interesting
- Pertinent
- Accurate
- Doesn't have jargon
- Contains attention-grabbing words such as questions, sensationalisms, or action words
- Does not have agency names
- Written in a large font
- Font color provides strong color contrast with underlying color

2. What is chromatic contrast?

- The effect whereby a color appears differently depending on its background color.
- The student may also mention achromatic contrast or lightness contrast, which refers to a grayscale element appearing differently depending on its background color.

3. What are graticules? Why would a cartographer include them on a map? Provide at least two reasons.

- Latitude and longitude lines that run along the surface of the map
- Include them on a map to indicate direction when north is not constant
- Include them on a map to indicate scale

4. What are the two types of inset maps? Describe each in a sentence or two.

- Detail inset map: a portion of the main map, zoomed in. The position of the zoomed-in area is indicated on the main map using a box, shaded area, or other technique. Rays (or leader lines) are used to visually connect the highlighted area in the main map to the inset map. Should have its own scale bar. Should be the same style (color palette, feature widths, etc.) as the main map.
- Overview inset map: the overall location, zoomed out. Uses generalized data and a subdued style. Has a bounding box, shading, or some other indication as to where the main map extent is.

5. What is a copyright trap? Would you ever include a copyright trap on a map? Why or why not?

- A purposeful map error used to catch a map plagiarizer.
- It is unclear whether or not these traps are useful in protecting a map from being copied or in winning a court case.
- The 3rd part of this question should indicate some thought as to whether or not the student feels that copyright traps are useful and why.

6. What are the problems with including logos on the map page?

- Logo colors clash with map colors
- Logo style clashes with map style
- Awkward placement

- Placement is too far up in the hierarchy
- They are often irregularly shaped

7. How should dataset sources be cited? In short form (acronyms) or long form?

- Long form

8. How does a cartographer create a balanced map layout?

- The whole layout, including the map, should have a matching color palette
- All fonts should work well together visually
- Counter-weights can balance awkwardly shaped map features
- White-space spacing and alignment needs to be equal on all sides
- Layouts should have both symmetrical elements and asymmetrical elements

9. Under what situation would you not want to include a scale bar on the layout?

- More than one possible answer but the best answer is: when the map scale varies throughout the map and/or when the distance varies throughout the map. This depends on the projection of the map.

10. What is an emphasis map and at what point in the design process would you draw one?

- An initial sketch-up—either a real sketch on paper or a mock-up using computer software—of what the map will look like, with specific attention to the element hierarchy.
- Draw an emphasis map at the beginning of the map design process.