**Carto Design Principles Checklist**

1. **Understanding of user requirements**

* What information is most important to the user?
* Does the colour hierarchy match the information hierarchy? Do I see the most important thing first?
* How will the map be used? Is it suitable?

1. **Consideration of display format**

* If the map is being printed, will it be legible? Sizes, colours etc.
* Is it going to be shown on a projector? If so, I should probably increase the saturation and contrast.

1. **A clear visual hierarchy**

* When I look at the map do I see the most important information first?
* Does any information that is just there for context sit back?
* If I convert it to greyscale, is the hierarchy retained?

1. **Simplicity**

* Is there anything that isn't adding value? If so, remove it!
* Is it too cluttered or 'noisy'? Even subtle changes can make a big difference.

1. **Legibility**

* Is all text readable?
* Do the icons make sense? Are they big enough?
* Can you easily distinguish between adjacent and overlapping features?

1. **Consistency**

* Does the map look organised and balanced?
* If this map is part of a set, are they all consistent? Are the elements in the same place etc.

1. **Accessibility**

* Have I used colours that are friendly to those with colour-vision deficiencies? (There are many simulators to help you check.)
* Is the published map easily accessible to the end user?

1. **Good composition**

* Are all the elements arranged neatly?
* Is there enough white space to make the elements clear and legible?
* Is the most important information the main feature and focus?