Asa Hayes GEOG-232 Breyer 21 October 2020

Lab 6: Map Labelling & Typography

**Part 1:** Map included as “South Carolina Reference Map.pdf”

**Part 2:**

1. Explain what is meant by “map lettering is a functional symbol and an aesthetic object”. (5 points)

While a label on an object at its base purpose is just to keep track of what said object is, the label and the manner in which it is shown must be able to lend themselves to both visual clarity of meaning and pleasing/compelling design. Trying to treat a label as exclusively one or the other detracts from the overall effectiveness of the map.

2. Describe how one can ensure that labels will increase with size as one zooms in or decrease in size as one zooms out. (5 points)

Setting a reference scale for the map ensures that all elements, not just labels, will act as described. Each element will stay at the same size it draws at under the reference scale, regardless of scale changes (i.e. zooming in shows elements larger & vice versa for zooming out) when normally elements redraw themselves to be the set size relative to whatever scale being displayed on screen.

3. Discuss the purpose of converting automatic labels to annotation for a map layer. What are the advantages and disadvantages of this approach? Be as complete as you can in your response. (5 points)

The conversion of auto-labels to annotations effectively untethers labels from their source feature and layer, granting it more freedom in most aspects (positioning, formatting, changes only to specific individual labels, etc.) in exchange for losing the convenience of each label follows the lead of the layer’s settings to keep everything consistent both visually and with the underlying data. You not only need to be careful in the decisions of what you do visually, but also that you keep the labels actually correct for what they represent. I would say that its similar to the difference between working in a company and switching to freelancing: you have much more versatility on what you are able to do, but you lose the support framework and resources of being linked to the larger organization.

4. What were the most challenging aspects of this exercise for you? (5 points)

While learning to develop a good visual balance is the point of this and the last lab, the specific part that took a while in trial and error was sizing, for both elements and labels. I needed to reduce the size of many layers’ symbologies to a significant degree, just so that everything wasn’t getting in the way of each other and illegible at any scale. Once all the labels were at a reasonable size, arranging them to look more like a proper reference map than some auto-generated diagram wasn’t as much of an issue.