

GEOG 4/572

GeoViz Critique

Bo Zhao



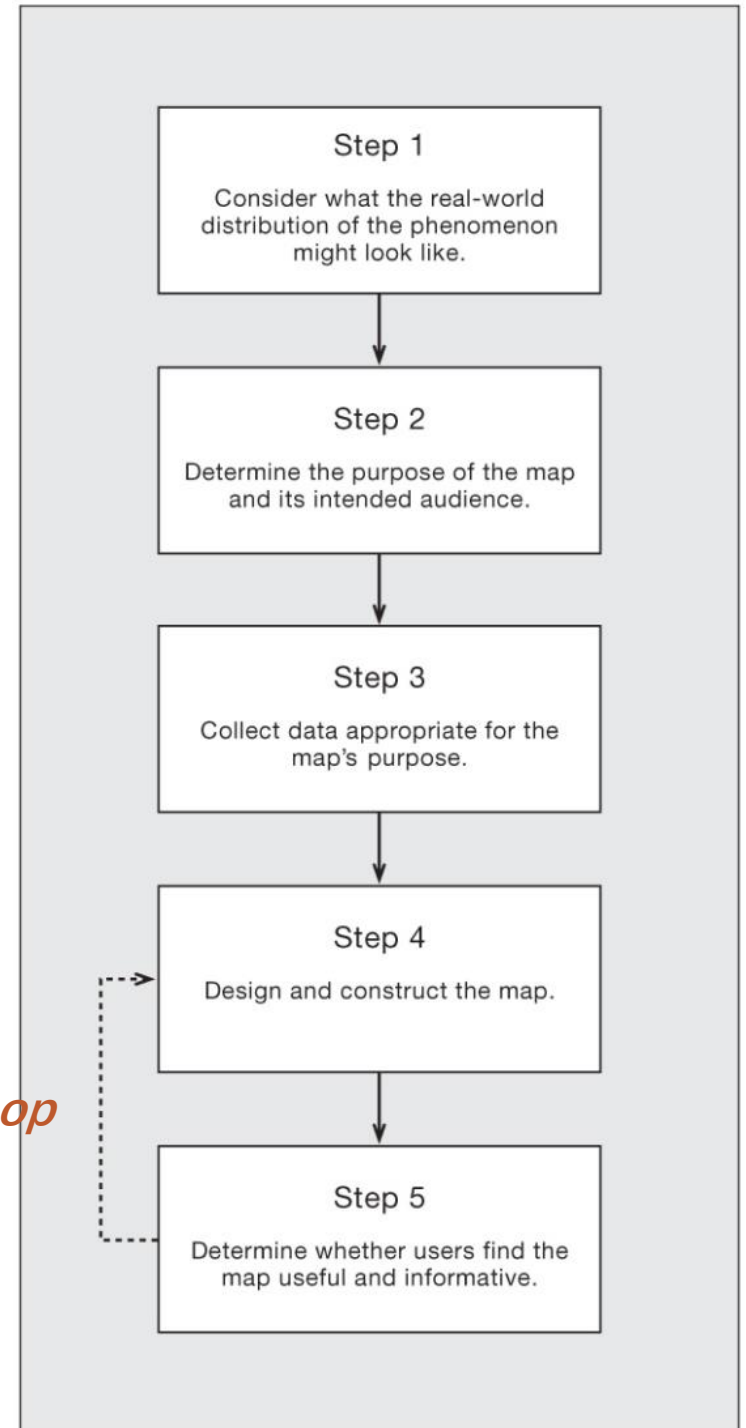
Oregon State University

Learning Objectives

- The Mapping Process
- Design Principles
 - Visual hierarchy
 - Figure-Ground
 - Counter-convention
 - Visual center
 - Simplicity

The Mapping Process

The design loop



Visual hierarchy

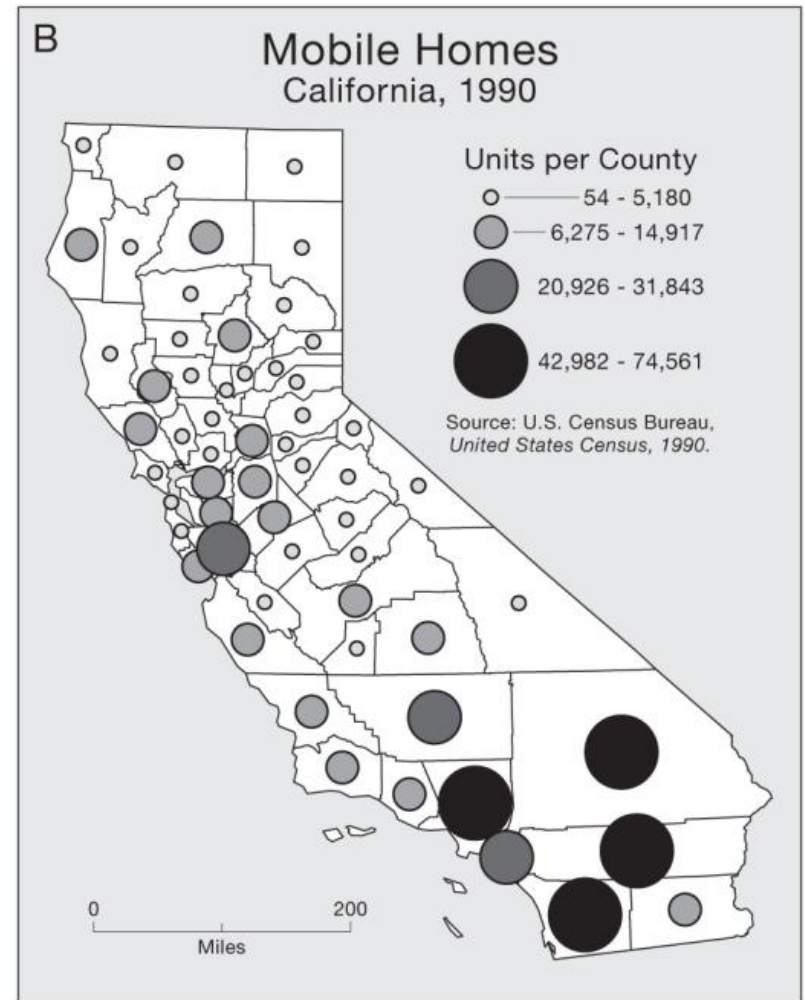
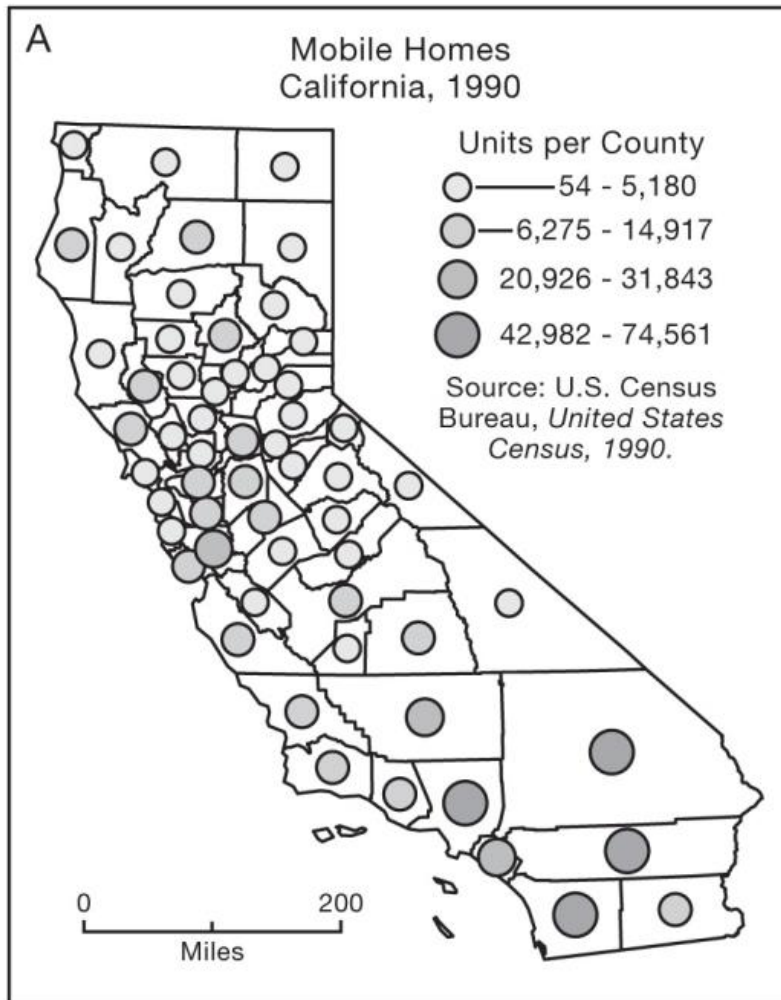
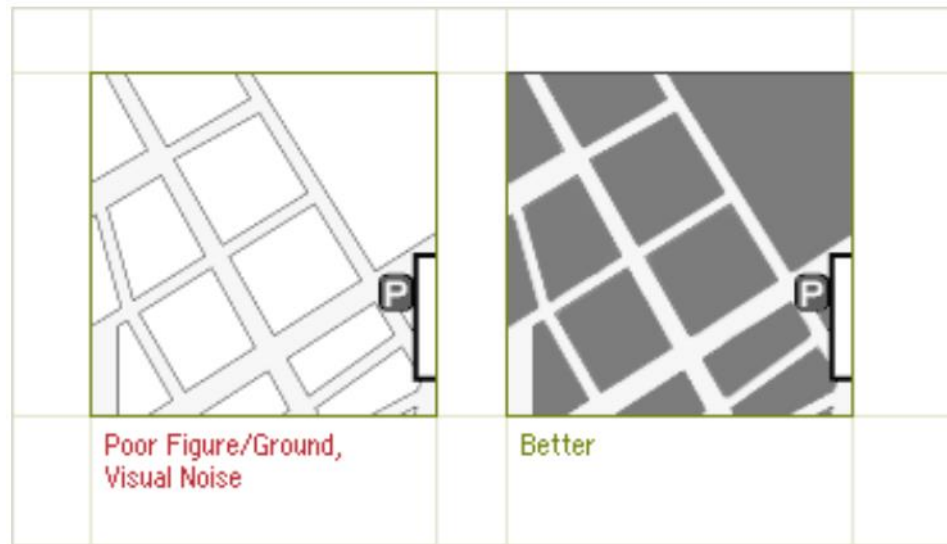


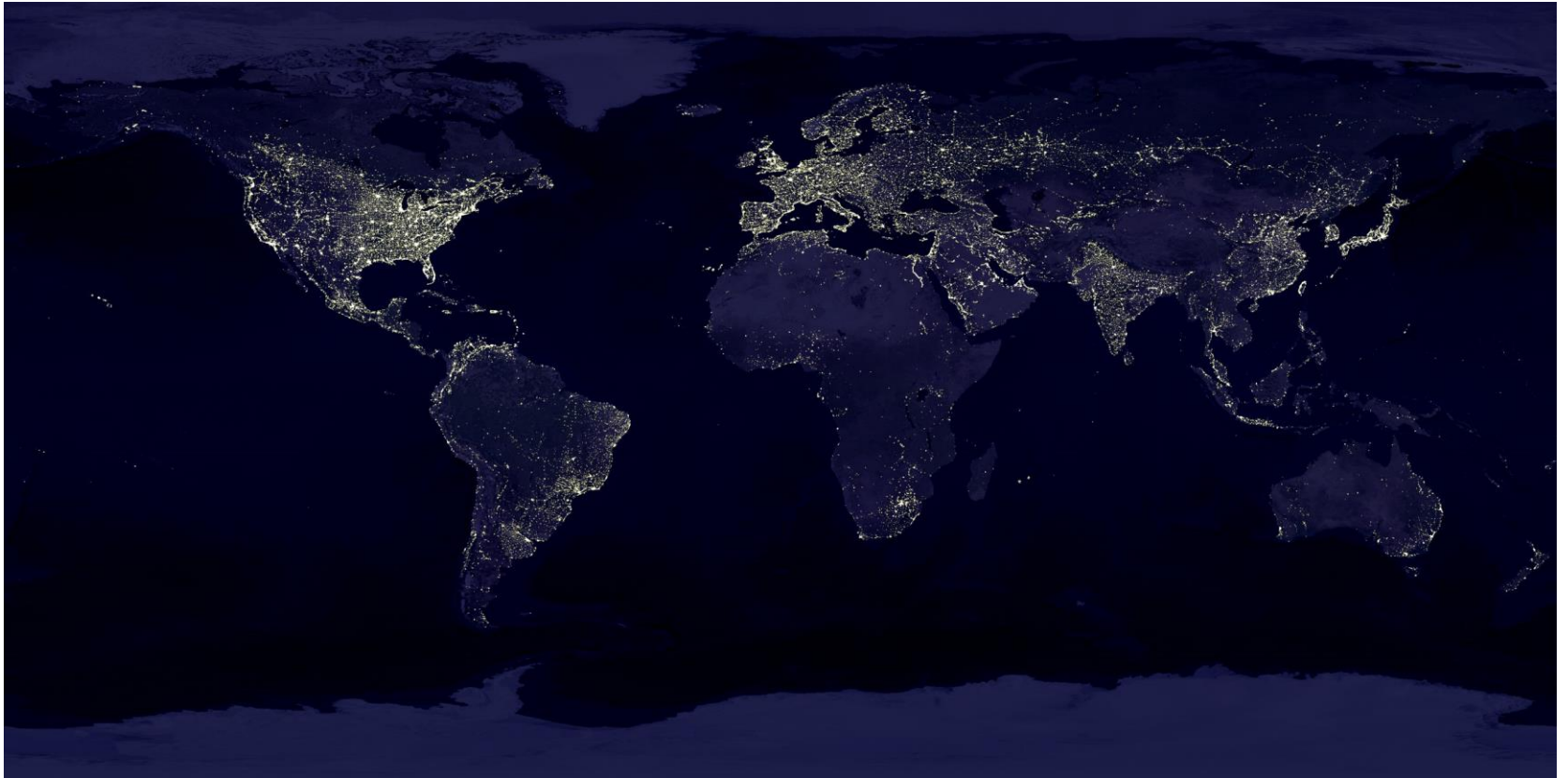
Figure-Ground



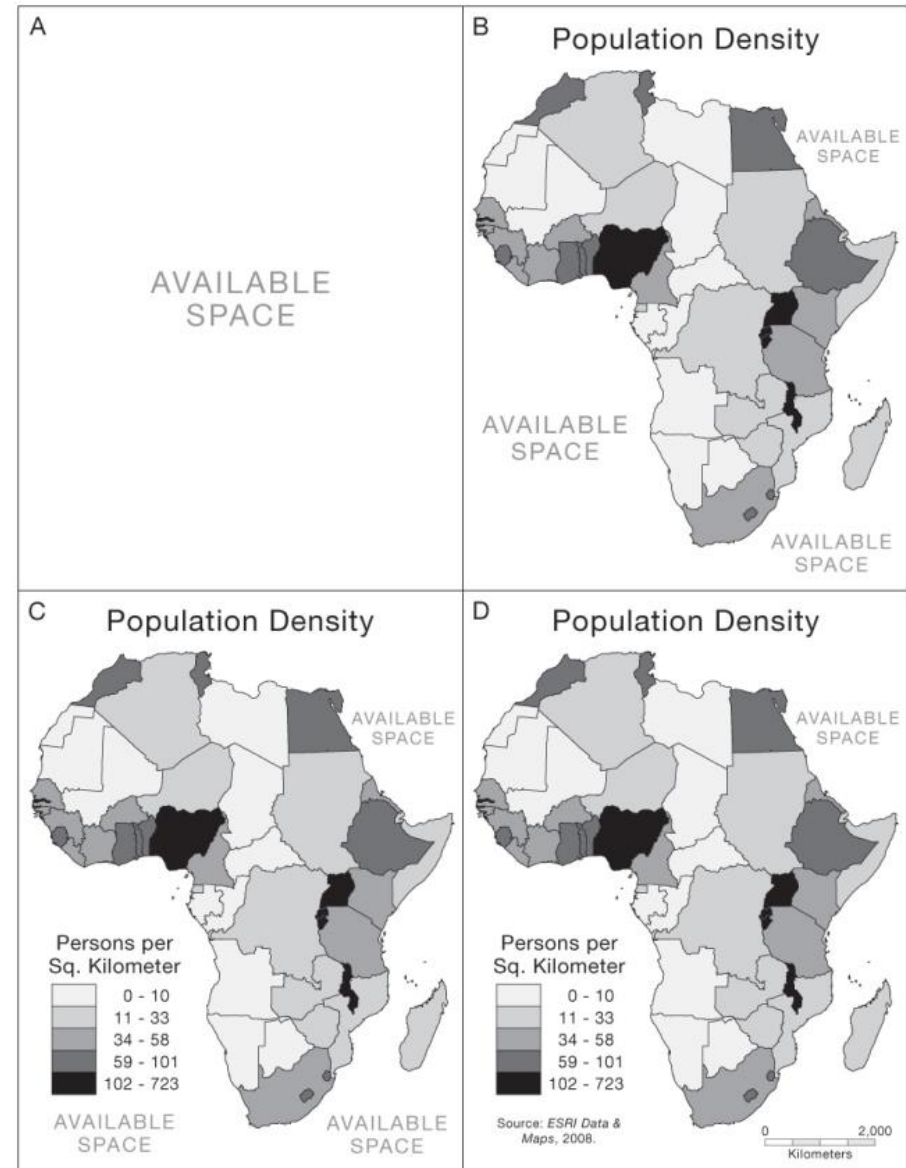
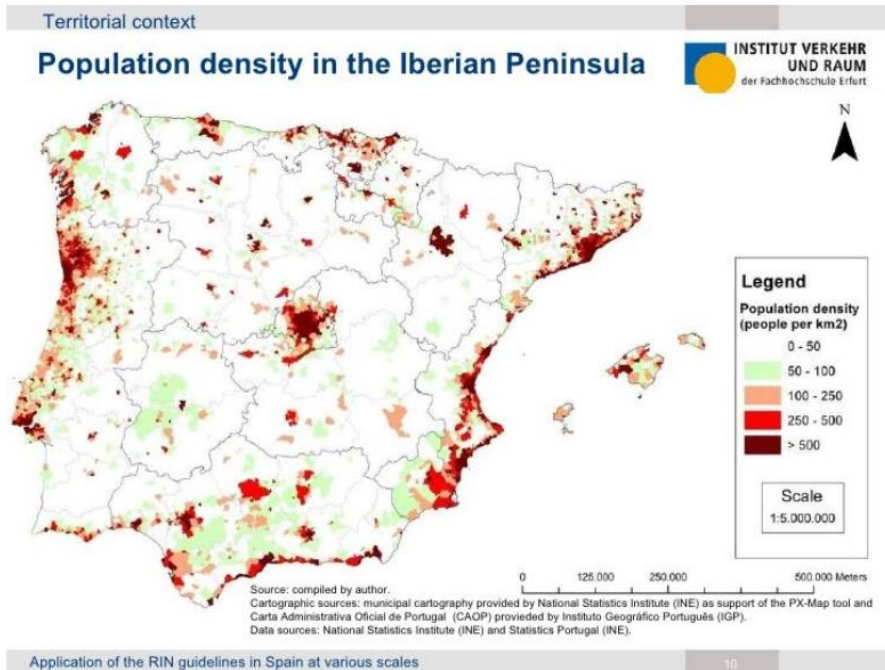
Counter-convention



Inverse convention

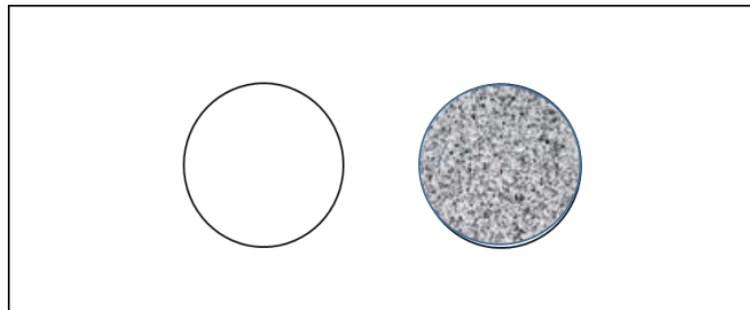
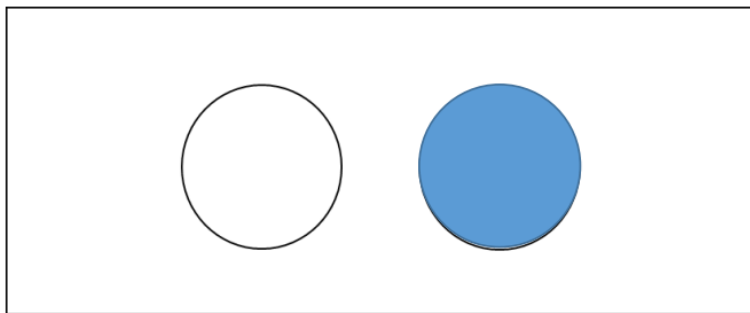
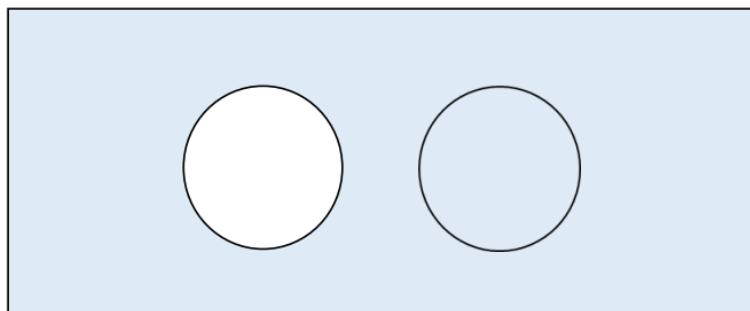


Symmetry

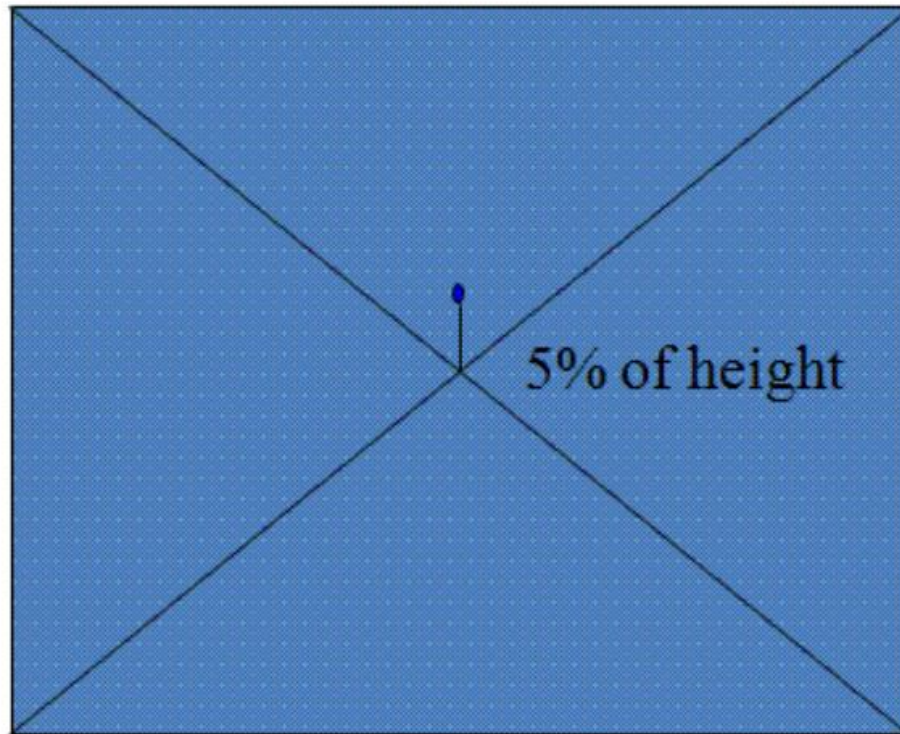


Visual balance

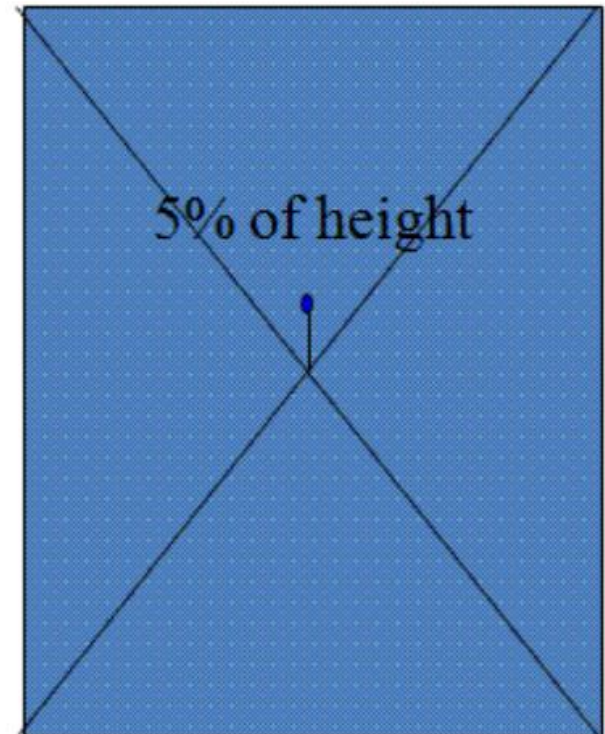
- The size of the symbols
- The pattern of the symbols
- The color of the symbols
- The visual hierarchy of the symbols and elements
- The location of the elements with respect to each other and the visual center of the map



Visual center

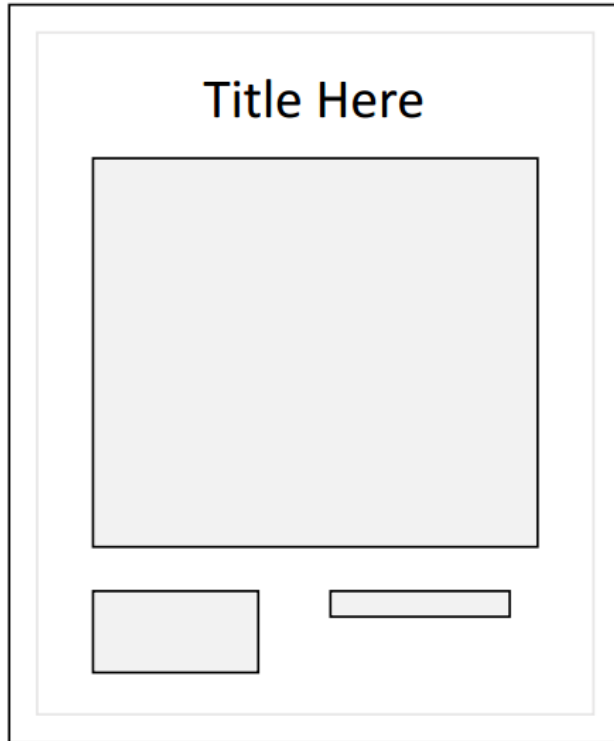


Landscape

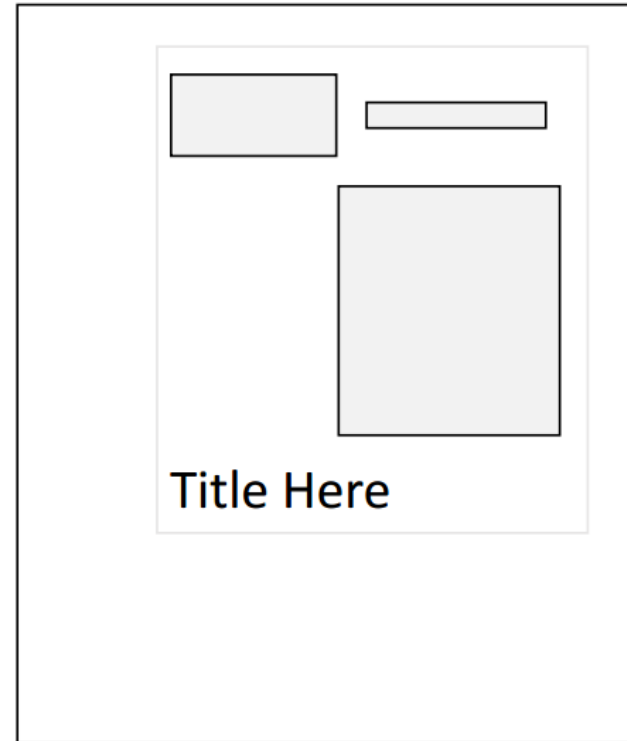


Portrait

Visual balance and layout



Good

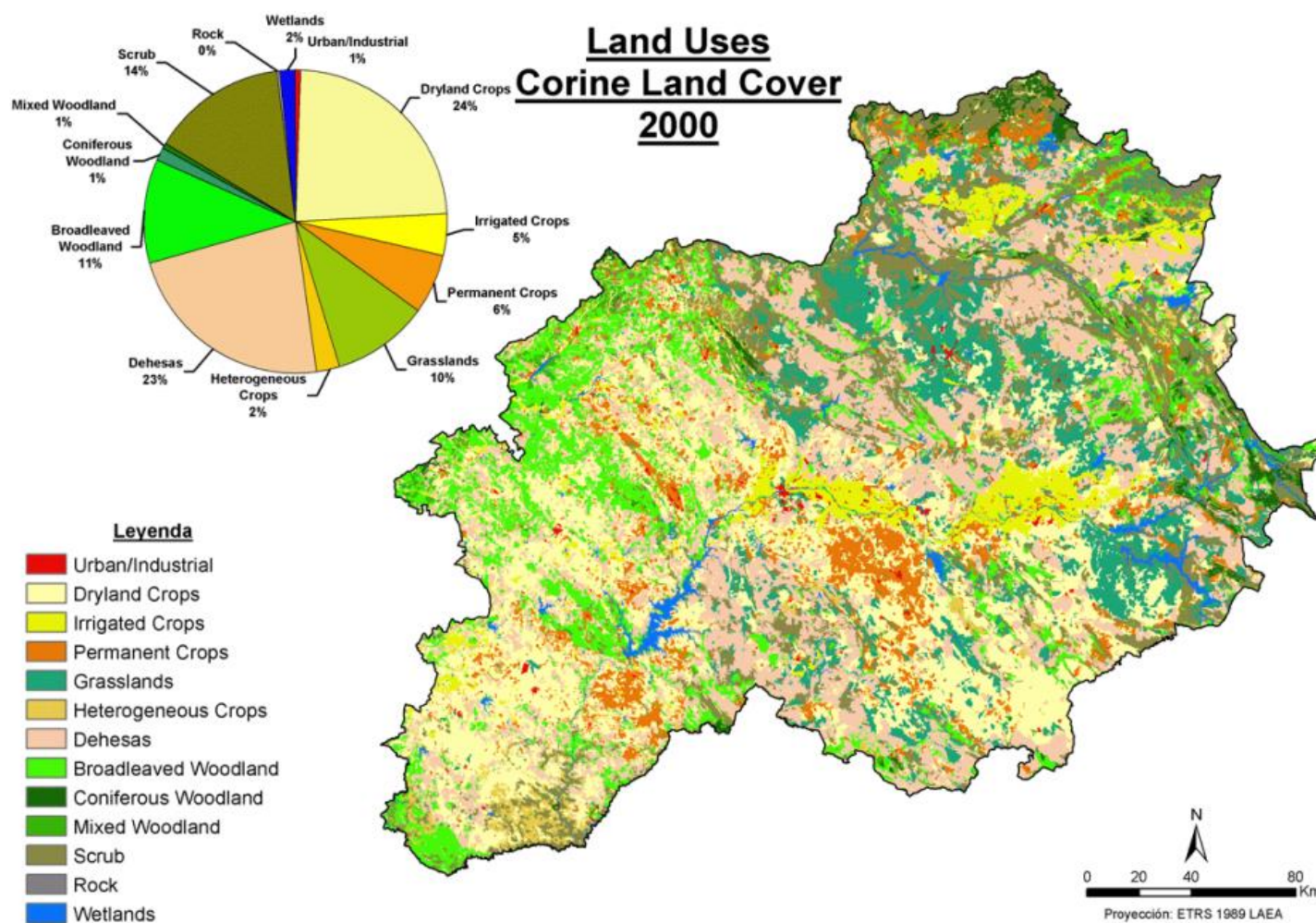


Bad

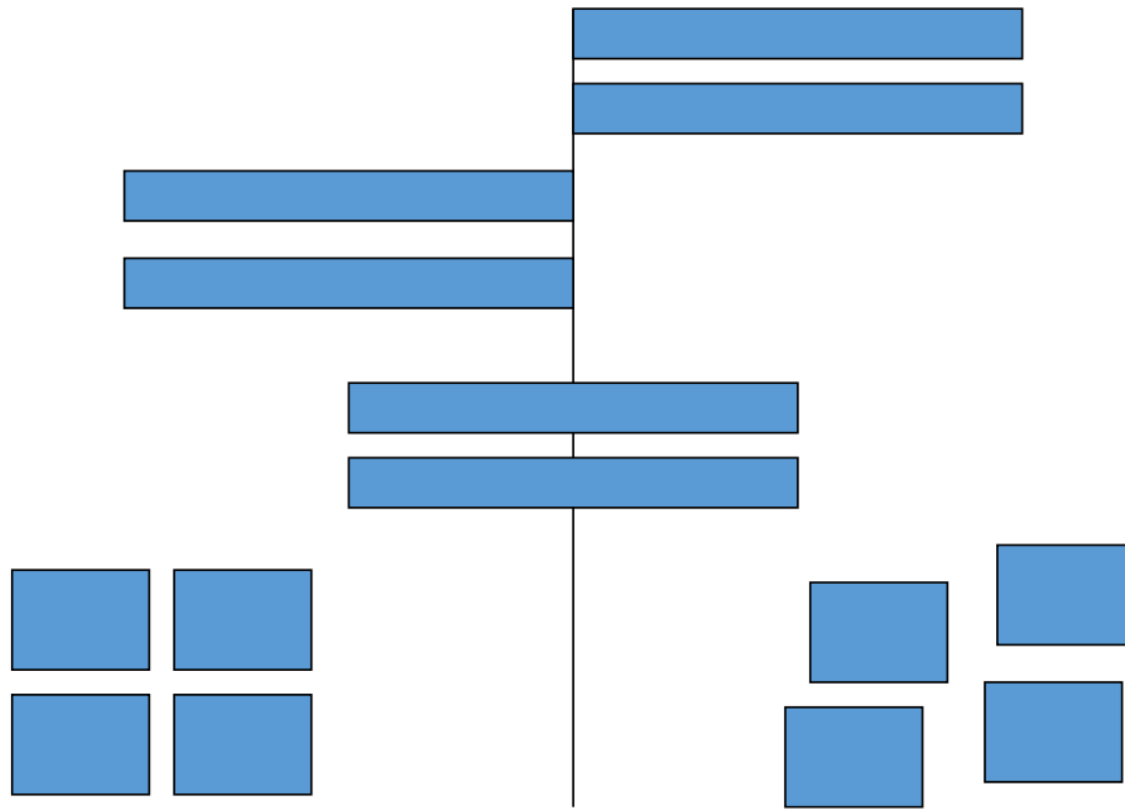
Visual balance

- Left right
- Top down
- Several smaller objects can counter one larger
- Sensitive to alignment
- Text and legend can be used to fill spaces
- Including graticule or unmapped area to neat line can work well

Same for posters, information graphics



Alignment: precision matters



Simplicity



[illegible]

Summary

- Good design makes map more effective and interpretable
- Eye seeks similarity, proximity, continuity, closure
- Symmetry, simplicity, balance favored
- Figure—ground
- Alignment, balanced layout
- Follow convention, except when you want to emphasize or challenge
- When in doubt, reduce complexity