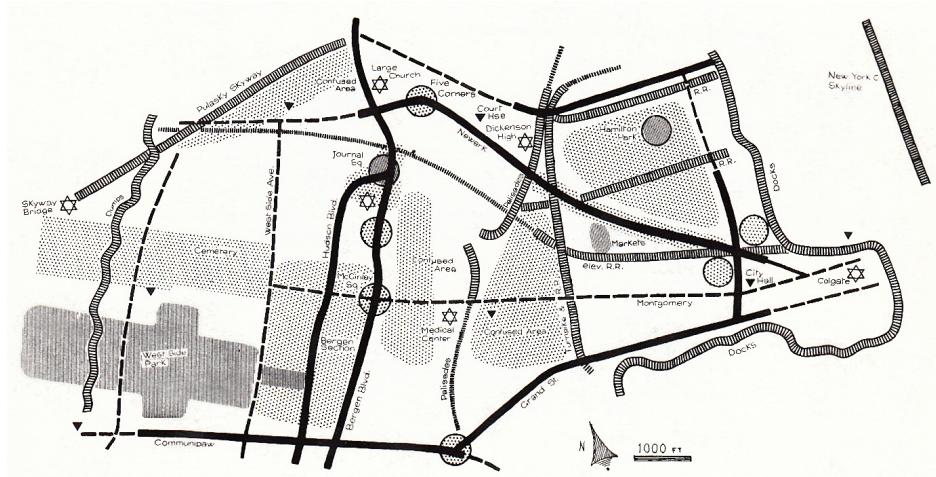
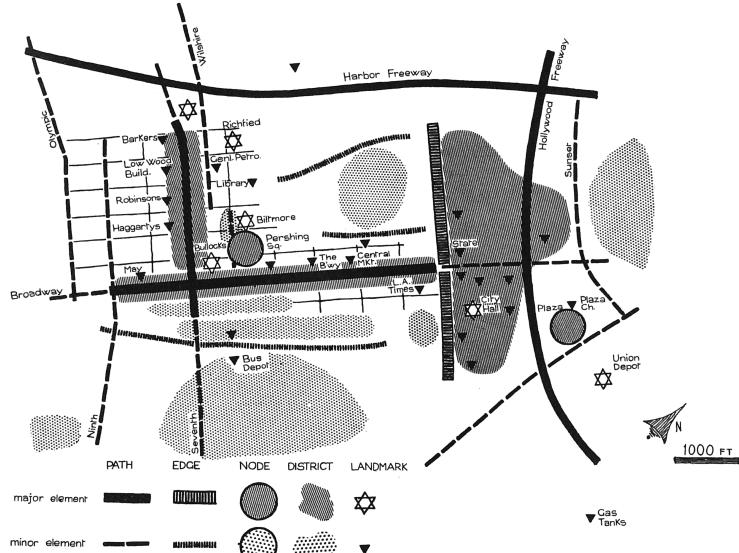
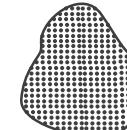


FIG. 14. *The visual form of Los Angeles as seen in the field*



	Water	Political Units	Roads	Land Cover	Cities
Form	Lynch doesn't represent water... Smoothed edges and rounded joints, make to look hand drawn	Polygons, ordinal Represented as Lynch's "edges" or polygons with stroke, no fill.	Lines, ordinal Represented as Lynch's "paths" or lines.	Polygons, ordinal Represented as Lynch's "districts" No land cover with the exception of parks and buildings.	Points, ordinal Cities will be represented as Lynch's "nodes" (sites of intersection and focus).
Color	The blue taken from the cover of his book. 	No hues. White background. Ranked based on Lynch's visual elements of edges. Visual Variable: thickness  	Ranked based on Lynch's visual elements of paths. Visual Variable: thickness, line weight 	No land cover with the exception of parks and buildings or "things" that are experienced by the city dweller.  	Cities will be represented as Lynch's nodes (sites of intersection and focus).  
Type	Serif Merriweather Regular or Light Uppercase Sizes? White	Serif Merriweather <i>Italics</i> Normal case Sizes? Black	San serif Komika (hand drawn) or Kievit Regular Normal case Small size, no/limited variation Black *only for highest ranked	San serif Komika (hand drawn) or Kievit Regular Normal case Small size, no/limited variation Black *only for highest ranked	San serif Komika (hand drawn) or Kievit Regular Normal case Small size, no/limited variation Black *only for highest ranked
Texture	No texture. Try a soft dropshadow to create a layered feel.	No texture, line weights and arrangement.	No texture, line weights and arrangement.	Texture.  	Texture.  

POIs

Form	Points, ordinal POIs are places of interest in Madison that are ranked by the number of reviews on Yelp.com. POIs will be represented as Lynch's "landmarks"			
Color	POIs will be represented as Lynch's "landmarks" (popular place to visit or notable locations within the city) ★ ▼			
Type	San serif Komika (hand drawn) or Kievit Regular Normal case Small size, no/limited variation Black *only for highest ranked			
Texture	No texture, shape.			