

Week 8: Lecture Activity Handout

Mapping Aesthetics

form: variable aspects of line work, including generalization and styling

color: the overall palette used across a map design, including both primary, secondary, and accent colors

type: the semantic impact, emotional response, and overall vibe provided by a typeface's micro-aesthetics

texture: additional pattern fills and overlays added (or removed) to a design to increase visual complexity and add aesthetic embellishment