Bloomington Cycling Tour Map

This map can serve as a great guidance to people who are new to Bloomington, as well as remind them of the matters needing attention during cycling.

I designed this map by using Adobe Illustrator and Google map. The first part is information that cyclists need to know. The second and third parts are the information about the cycling route, which are the main focus of this infographic.  As a cycling tour map, it is important to know WHERE the cycling route is, so I used color green to mark the route, noting the names of streets and roads, and added some arrows to indicate the cycling direction. Also, I have to let my target audience know WHAT KINDS of spots they would pass during their cycling, so I marked the different types of sites along the route, such as tour spots, exhibition and performance venues, coffee and restaurants, public facilities, shops and stores, etc. Furthermore, I added a brief introduction to each of these sites to allow the user to gain a better understandings of Bloomington.  
  
The part at the bottom shows the route’s details. People need to know more information about this route, so that they can decide whether they are able to take the cycling tour. So, I divided the total distance into several sections, and noted the elevation and distance of each section. Additionally, I noted the total climb and descent distance during the cycling tour. The information can help people to evaluate whether it is appropriate to cycle this route.