Class : November 17, 2016

Add shp file as a zipfile

#1: 2, too crowded unclear

#2: 2.5: what’s up with some of them being 3D??

#3: 4: don’t like the yellow

#4: 1: height doesn’t add anything to the map, makes it way confusing

#5: no legend, why?

#6: 3.5

#7: offensive, face shape: cartastrophe

pizza map: 6 pieces of data on it: too many layers, scaled items make it harder to see where things are.

Allow people to see the pizza if they want. The layers would work. Too much all together

Use contrast with borders to make it clear that it isn’t part of the other color: not similar colors (cream, orange, red, all)

Colors need to be differentiable.

Color scale by intensity makes sense

Gain nothing with 3d, not geographic, height for the map doesn’t even include it

General understanding, gut reaction vs. detail and precision/ability

Sizing is too big, not being able to see things under the map. Circles are too big. Waste of informational space, covering up other information: layering

Log log transformations: or quantiles (4 sizes): create 4 types of circles rather than on a linear scale

Don’t make it hard to understand to be able to comprehend what you are trying. From 10 feet away, should be able to figure it out within 2-3 seconds

Best practices:

* Keep it simple
* Layers rather than all the information at once
* Legends to help people understand it
* Sizing proportional to map
* Keep maps in the right proportion/scale
* Fonts/bold etc matter
* Keep it

Classification, Simplify, symbolize

Web mappers are not really geographers. Scale are not necessary if its not for navigation or North area. Too much stuff.

Include a title and legend. Make nice maps with nice borders

Chloropleth: usually monochromatic. See contrast.

You can create data intervals that are based on natural borders or natural breaks based on your data. BUT makes it hard to compare with other data, also can change a lot

Distribution: quantiles, helps to explain the difference between groups. Odd numbers are usually better visually. 4 can be nondescript or not enough gradient for you

Exponential scales/logs (good if you have a few outliers high or low), can be good for scaling.

Equal intervals for data bins: not necessarily good because it might not show the nuanced differences between all the categories (While quantiles/quintiles are based on distribution: mathematically true, clear how they compare to each other). No mathematical basis.

Never have a chloropeth map where the data isn’t standardized

Normalized map: can be good- per capita, or % of percentage of empty units… but think about it logically/legally/zoning/homes/ etc… per capita might not be good because its based on # of people living somewhere, not all neighborhoods have the same people, neighborhoods might be larger than others…

Functions quantiles: can be calculated in javascript

**COLOR THEORY:**

Hue : base

Value: while/black in color

Saturation: gray, deepness

Dark colors attract attention, or inverse of the things that are near it. Opposite colors (high contrast: blue/orange).

Dark colors: high values, light colors: low values

Colors in harmony, close on the color wheel

Contrast is important for focal point

People can better differentiate between light colors than darker colors, but the dark colors attract more info

Dichromatic color scales: much better, especially with positive/negative values

Looking at data, analytics, trying to understand what you are looking at (highlights the low lows and high highs).

Colors have meaning (political cultural)

Warm colors: danger, excitement, action

Cool colors: calming

Don’t use the rainbow of colors

Centroid of the area with color if the areas are too small

Font:

2000s: Effects

2010s: very simple, icons, no text, small text

2015s: shadows in design, fonts, wide/vintage fonts, added complexity

crigging: extrapolating between 2 colors, see through dots with no borders, where things are or aren’t

no outline or dark gray for boundaries

textures: hand drawn graphics, contrast: totally fair

be clear about where no data

carto: black with bright colors

arc: mimeograph green

colors : evoke emotion

define color: don’t use green/red together on a map. Can’t see it, can’t tell it apart

font, goes with the data. Serious fonts. Fun stuff type of fonts, looks crisp

space between letters

make map labels uniform, unless its to emphasis

function vs style. Whats your main priority? No texting overlapping

Do NOT lie with data, intentionally

Know your audience, who will be looking at your stuff? Can they understand it?

Have a purpose with your map. What information gain do you get? What do you get out of this?

Don’t intentionally leave out data to only see what you want to show. Not ok.

Report where you got your data

Cultural values and principles: be sensitive to the fact that everyone can see your stuff

Small multiples: keep consistent, see clearly from the top. Keep the same scale in things next to each other. 0-10000 for all.

Don’t use images with: Scaling thing, shrinking images

Keep it busy. Maximize the info gain of the user

Thin lines close together can make it hard to read, like a visual illusion

Direct labeling is better, don’t need a legend, easier to read

Don’t use background colors, zoomed into the range of data shown, don’t have outlines.

Need context, show it, is there other context you should be including?? Be honest. Education/crime/percent change etc. Looks crazy. Be consistent and neutral with your scales. Don’t suggest things visually with things

Find a web map that you think is done really well: send the link to