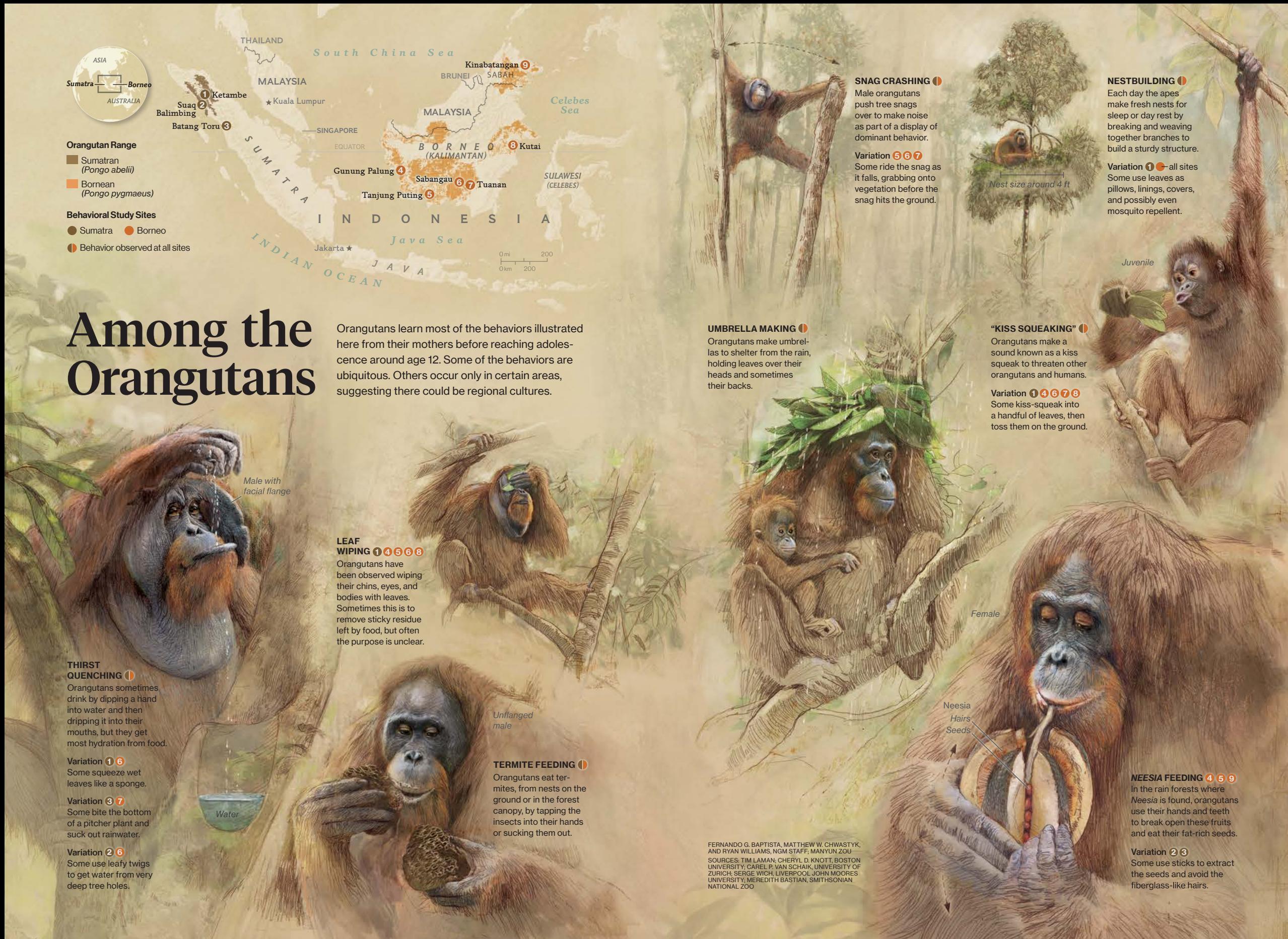


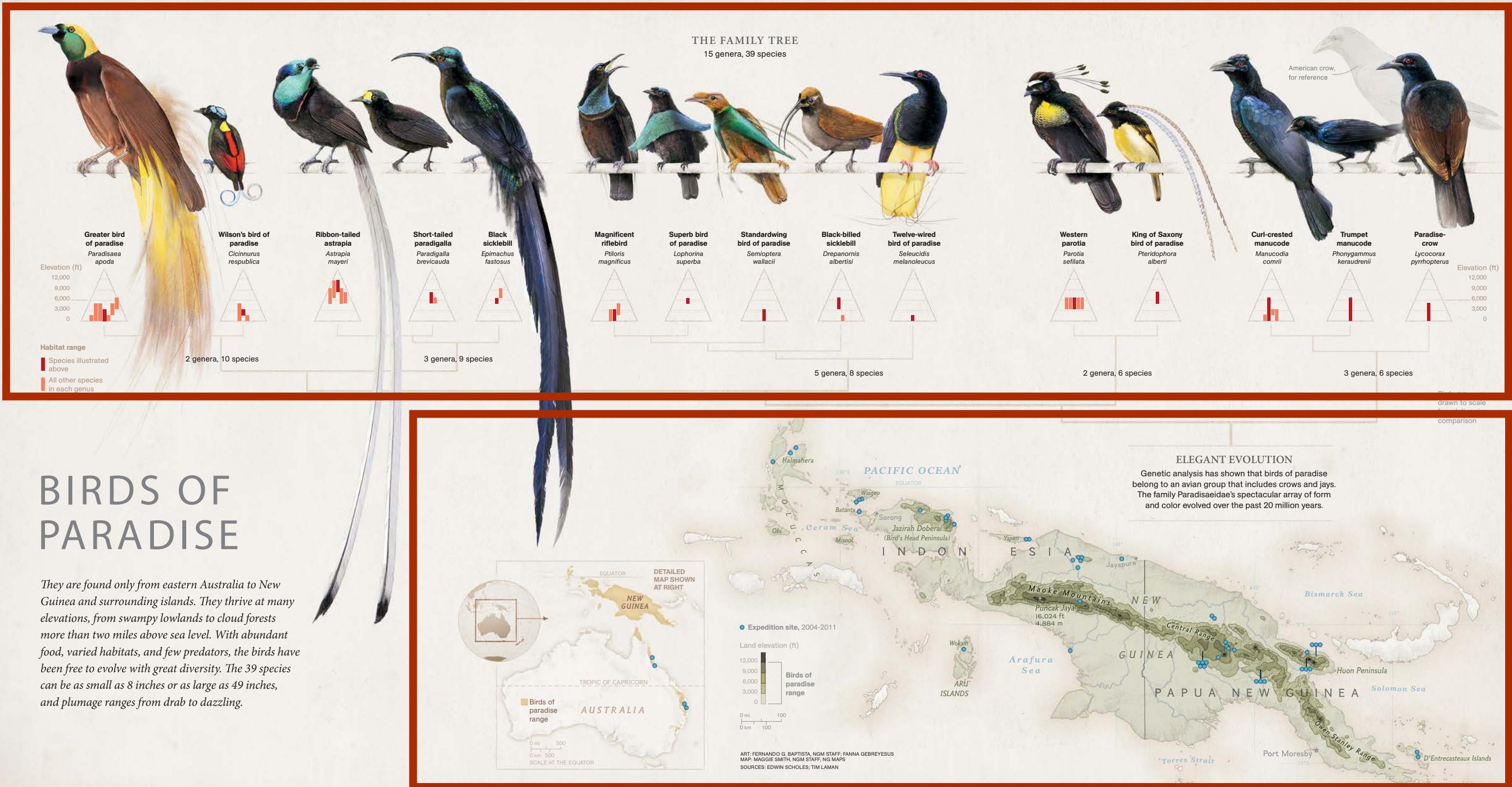
Complementary Cartography: Analyzing National Geographic maps that play a supporting role

Riley D. Champine & Clare Trainor



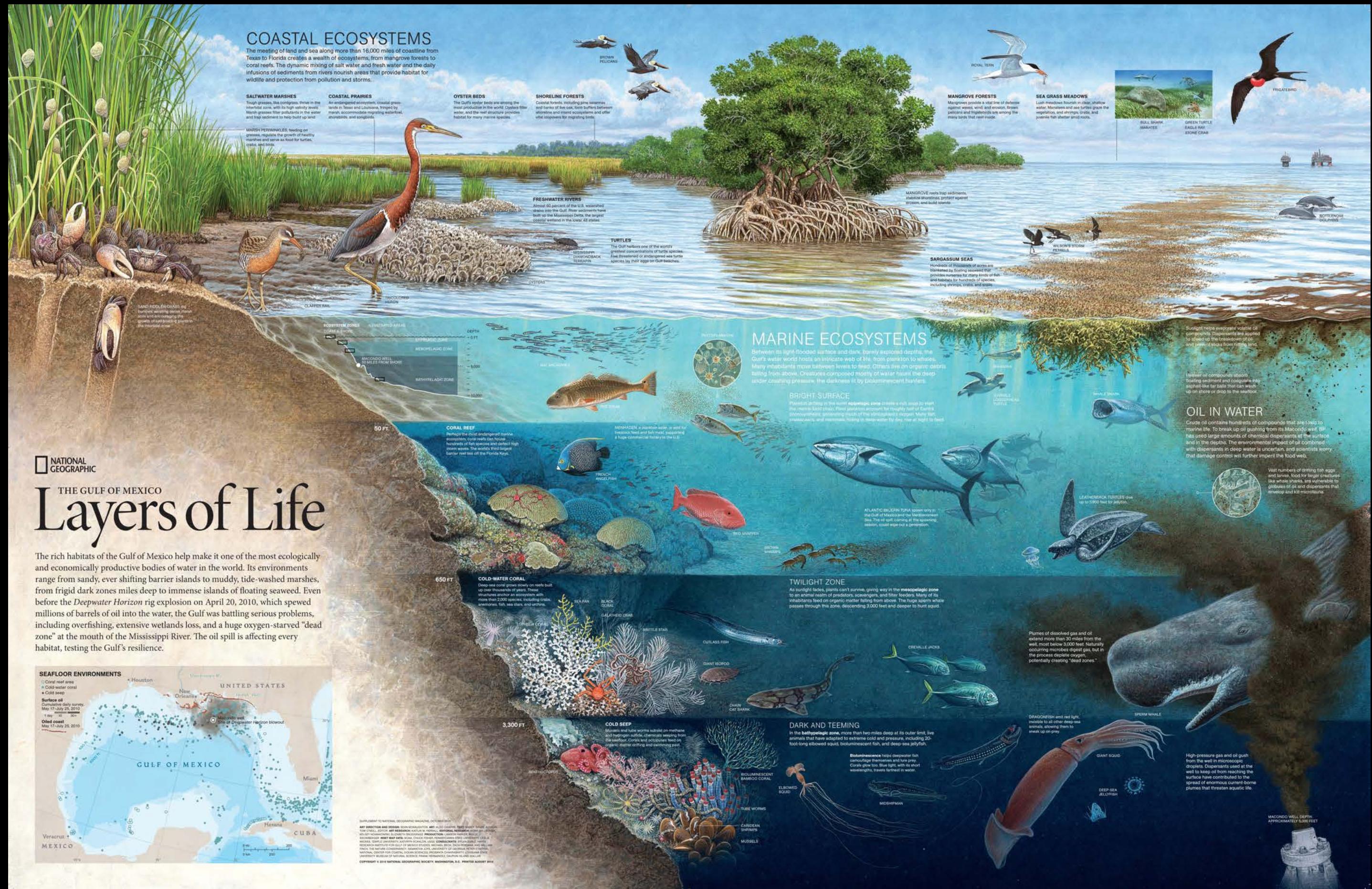
December 2016

Puzzle Piece



Map + Graphic = Infographic

December 2012



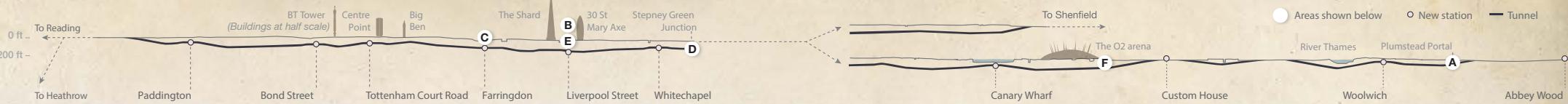
A History of Skis

After the last ice age, Stone Age hunters began strapping long pieces of wood to their feet to travel farther and faster over snow in pursuit of the game that flourished across Europe and Asia. Adaptations for terrain and snow conditions influenced the design of the skis in different regions. Scientists continue to find evidence of these early skiers engraved in rock and preserved in bogs.



UNEARTHING LONDON

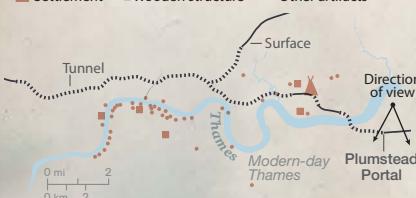
Crossrail project teams are contributing to a rich archaeological record, exhuming historical treasures buried under the city.



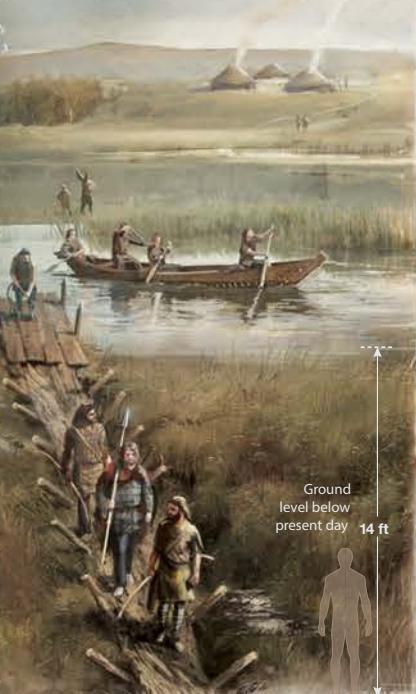
A BRONZE AGE (2000–600 B.C.)

Plumstead Portal Area
Nomads built tracks from tree trunks across these marshes to make travel and hunting easier. Crossrail teams found a stone hammer and wooden stakes with pointed ends.

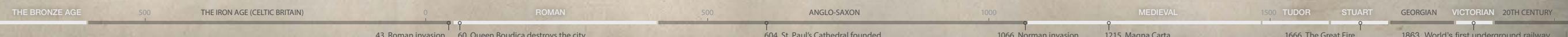
▲ Settlement ■ Wooden structure • Other artifacts



London has rebuilt itself many times, raising the ground level.



LONDON THROUGH TIME



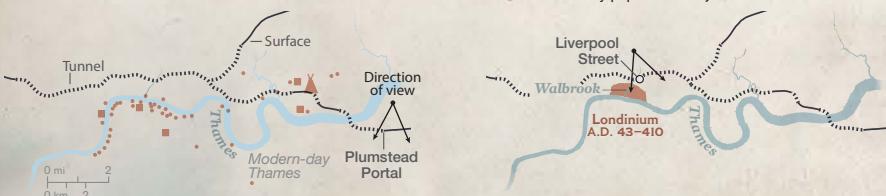
FERNANDO G. BAPTISTA AND LAUREN C. TIERNEY, NGM STAFF;
VICTORIA SGARRO, DAISY CHUNG

SOURCES: JAY CARVER (LEAD ARCHAEOLOGIST), MARIT LEENSTRA, AND ANDREW DEMPSEY, CROSSRAIL; JOHN CLARK, MUSEUM OF LONDON; JON COULSTON, UNIVERSITY OF ST. ANDREWS; TRANSPORT FOR LONDON;
THE LONDON ENCYCLOPEDIA; ORDNANCE SURVEY; LONDON: THE ILLUSTRATED HISTORY; LONDON: THE INFORMATION CAPITAL

B ROMAN PERIOD (A.D. 43–410)

Liverpool Street
Roman rule marked a period of growth for the settlement of Londinium. Remains of a large road as well as skulls from nearby Roman cemeteries were found at this construction site.

Second-century population 35,000



Roman skulls discovered



C MEDIEVAL LONDON (1066–1485)

Farringdon Station
The discovery of 25 skeletons provides evidence of London's second emergency burial ground for victims of the Black Death (1348–1350). Half the city's population died.

1300 population 80,000



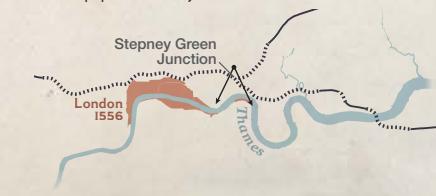
Church of St. Bartholomew the Great



D TUDOR (1485–1603)

Stepney Green Junction
Archaeologists found the remains of a manor known as King John's Court, which boasted its own moat. The residence later sheltered Protestant nonconformists and Puritans.

1556 population 125,000



King John's Court



E MID-17TH CENTURY

Liverpool Street
Thousands of skeletons were unearthed here, the first public burial site outside London's city walls dedicated to overflow from city parishes, including casualties of the 1665 great plague.

1660 population 450,000



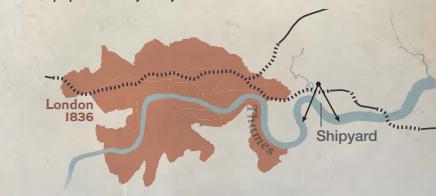
Church of St. Botolph Bishopsgate



F VICTORIAN ENGINEERING (MID-19TH CENTURY)

Shipyard
Remains of the Thames Ironworks and Shipbuilding Company, creator of some of the world's most famous warships, bear witness to Britain's industrial past.

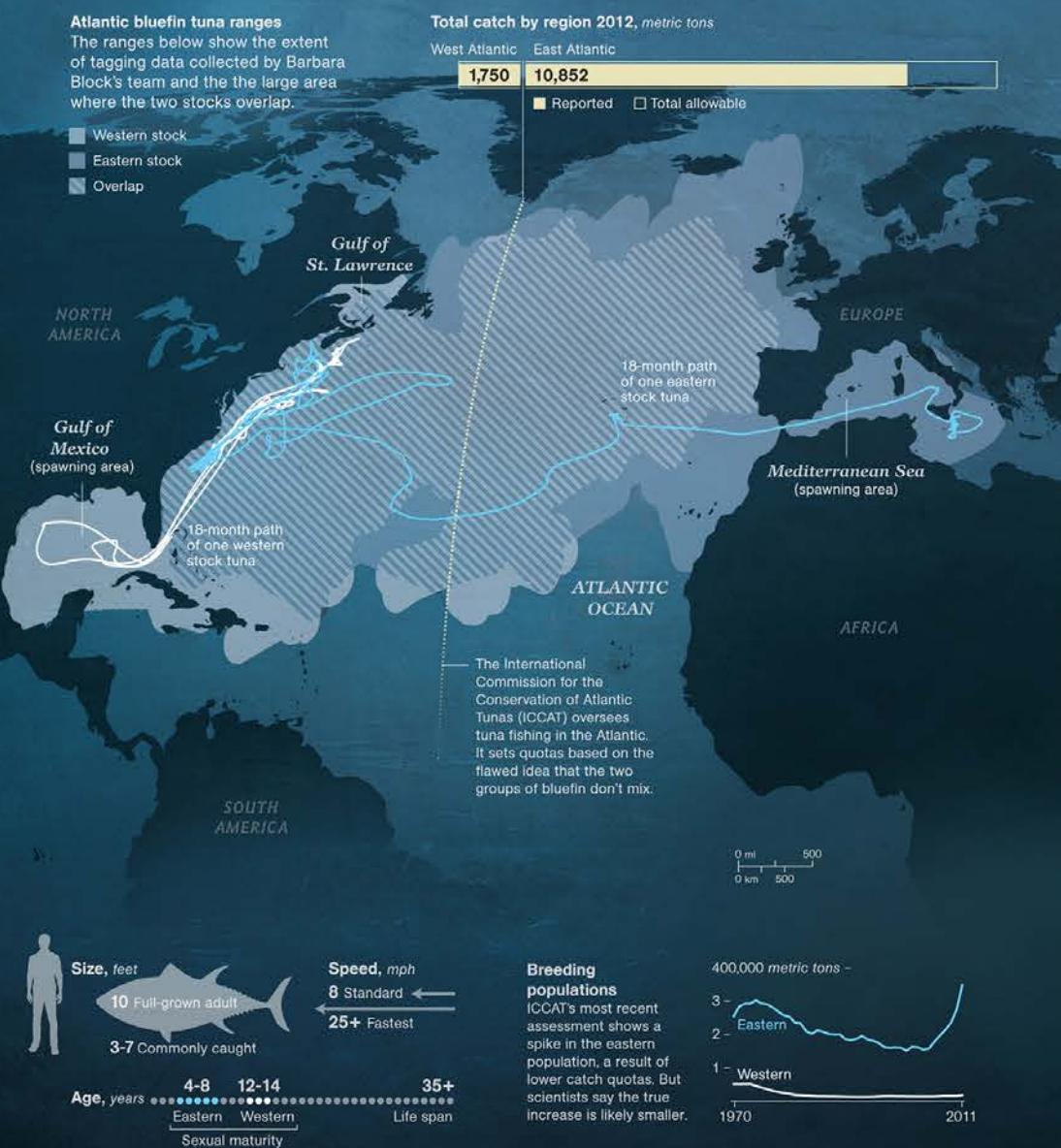
1831 population 1,600,000



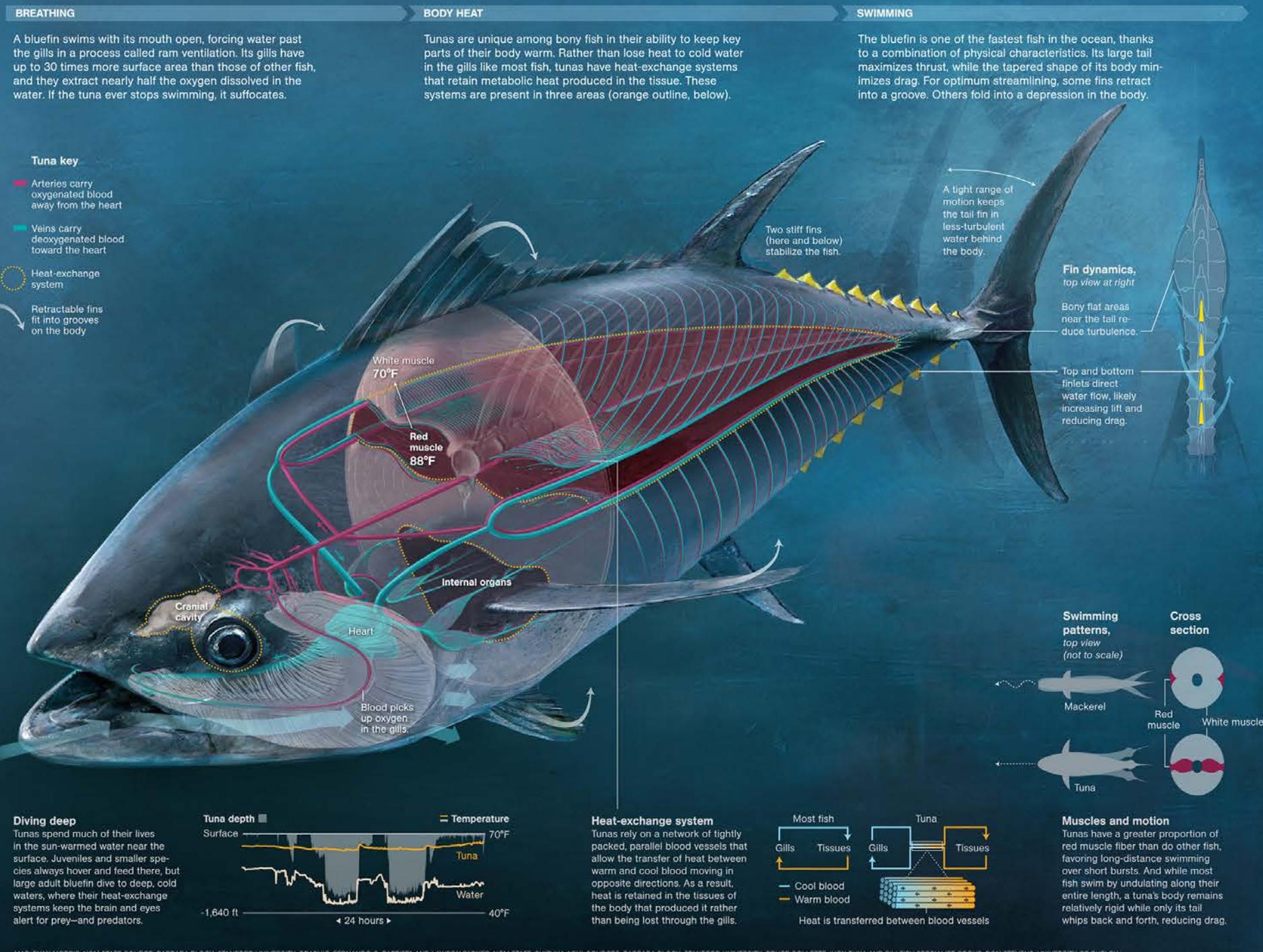
February 2016

Epic Bluefin Migrations

Bluefin are highly migratory fish, crossing seas around the world in yearly cycles of spawning and feeding. At least two groups share the Atlantic. One spawns in the Gulf of Mexico, the other in the Mediterranean. The groups mingle in the center of the ocean. Some fish even spend years on the opposite side of the ocean from where they spawn.



The Super Fish

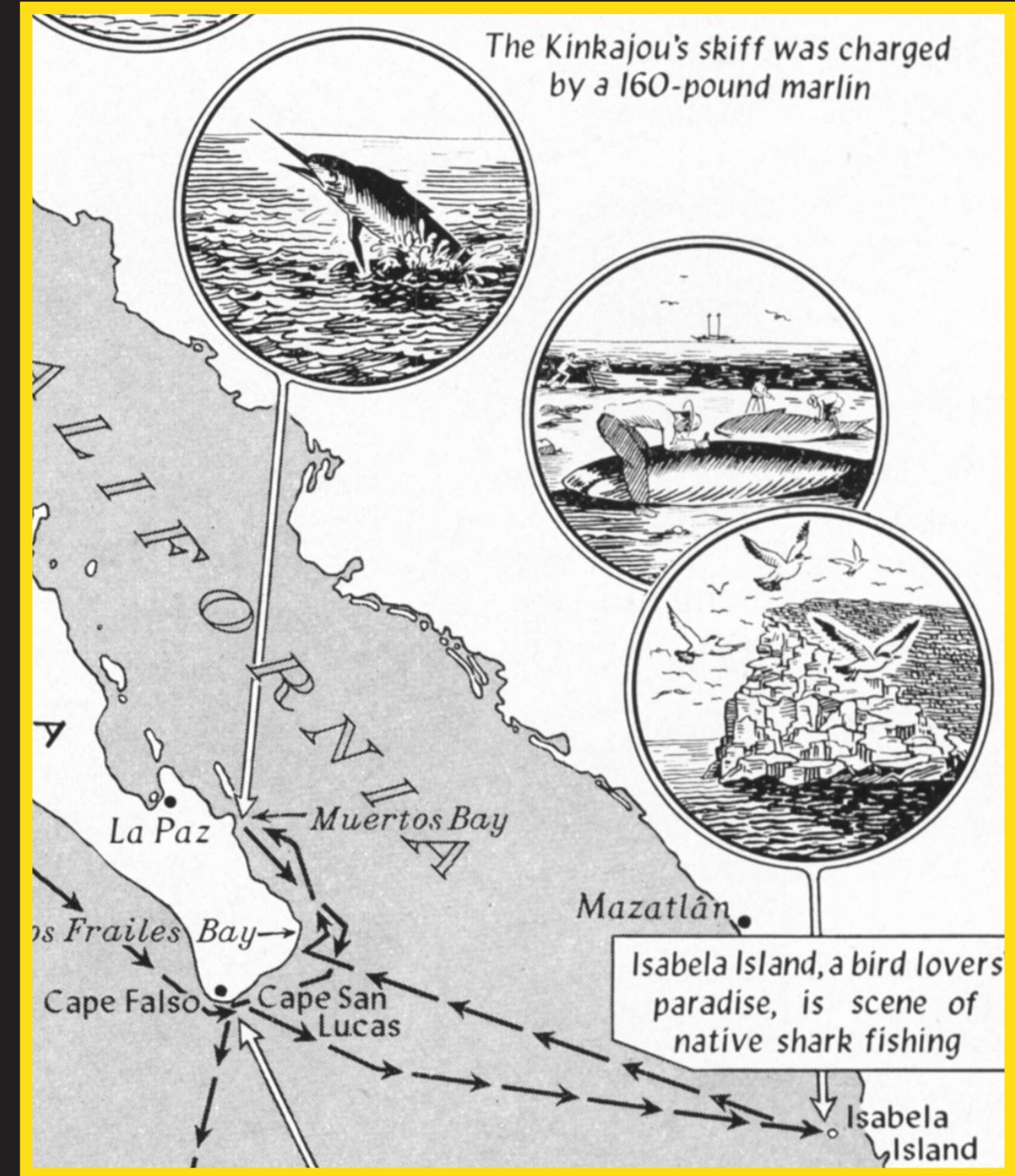
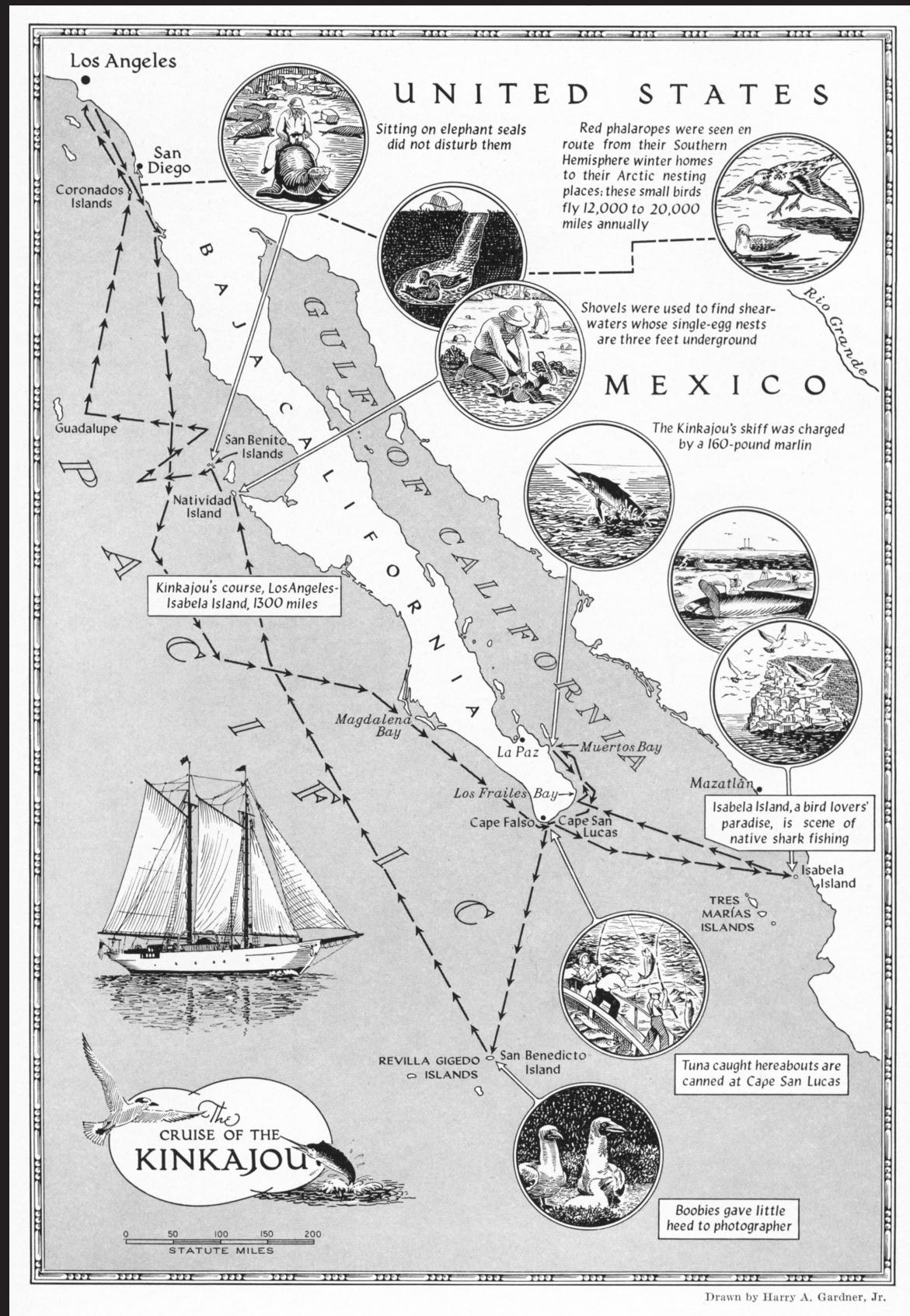


Things to consider:

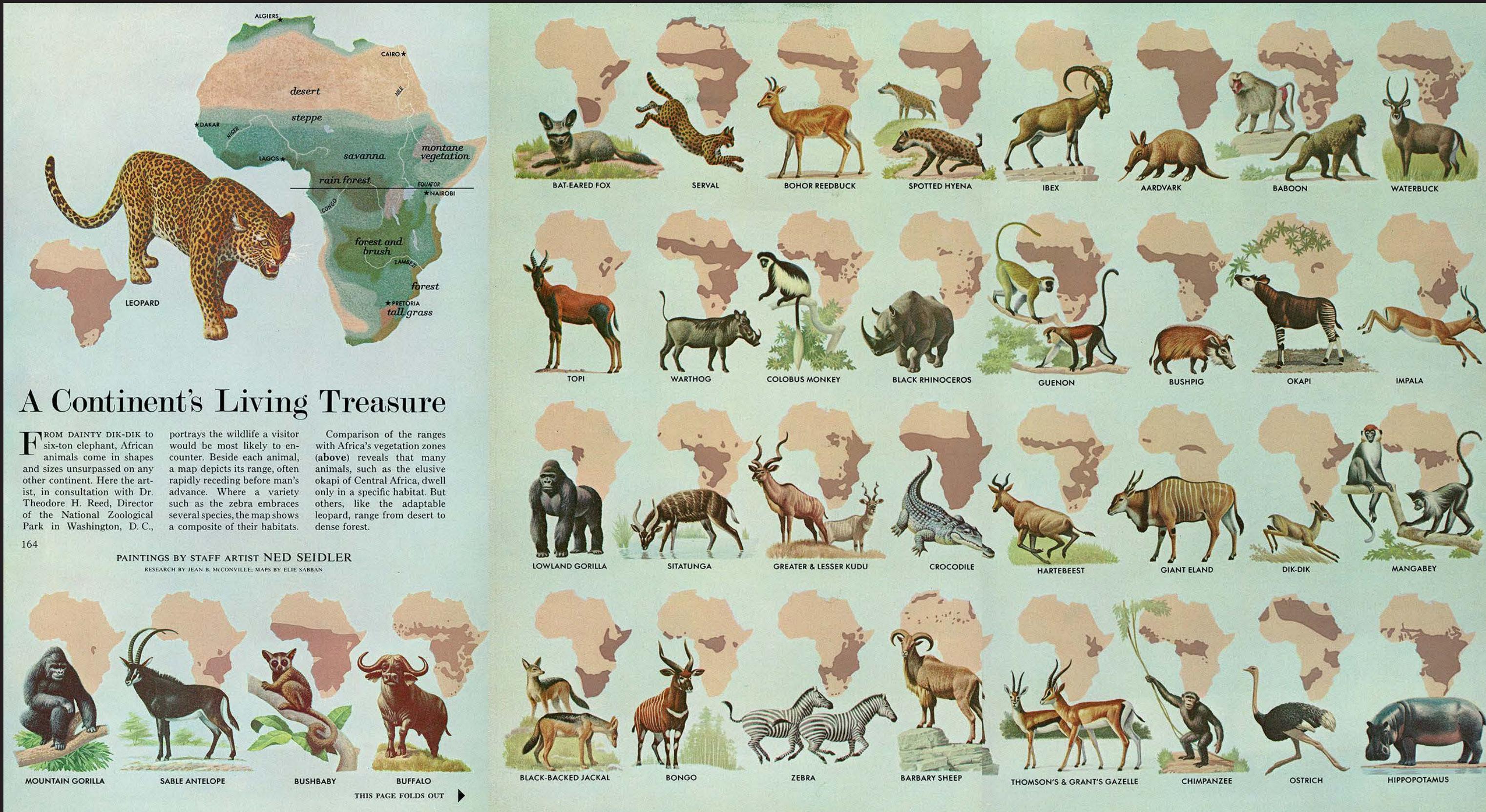
When the illustration dominates the page, how do you tell a powerful story in a small map?

What level of insight can the map provide?

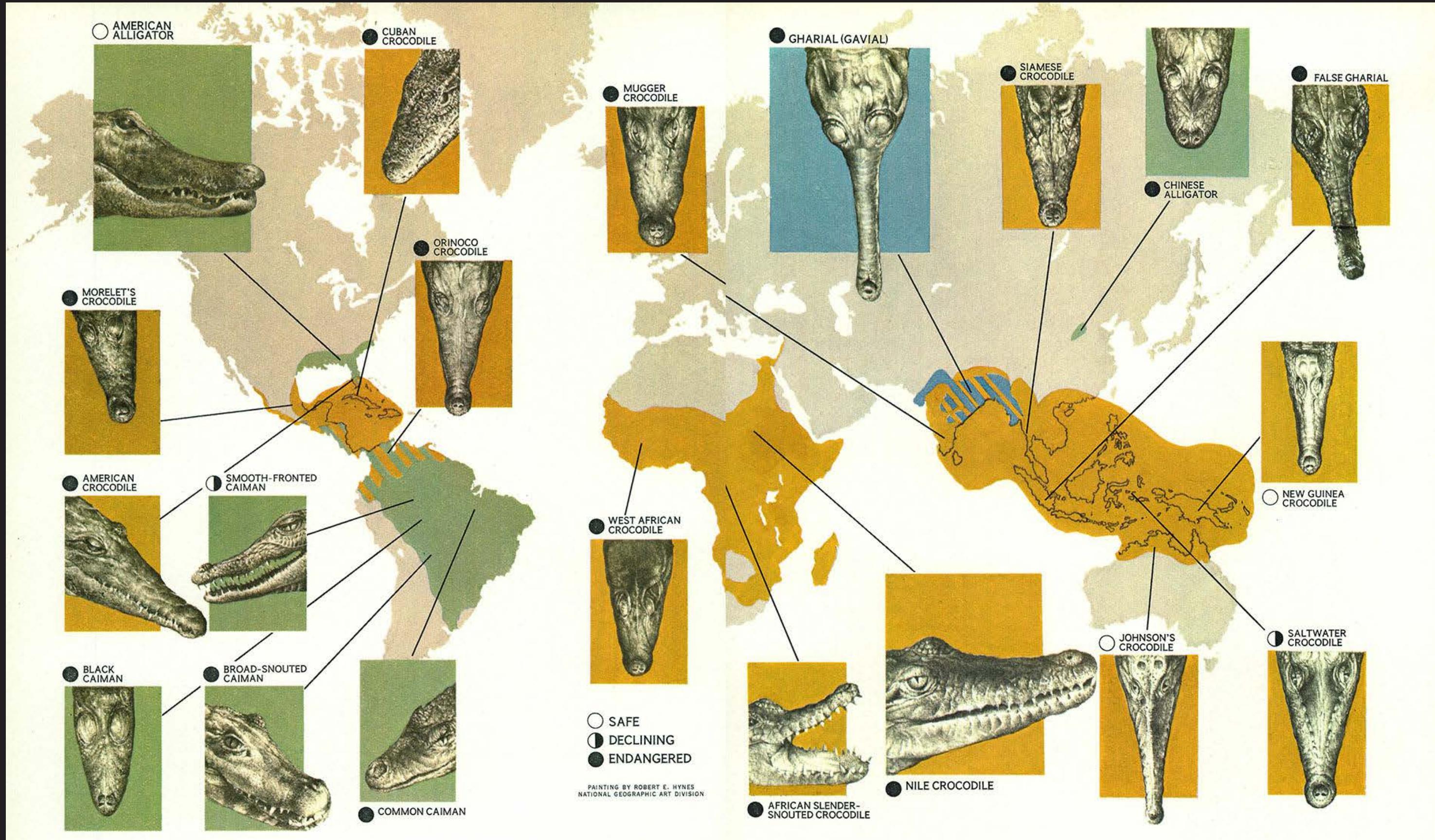
How can we create a good visual hierarchy between both the map and graphic?



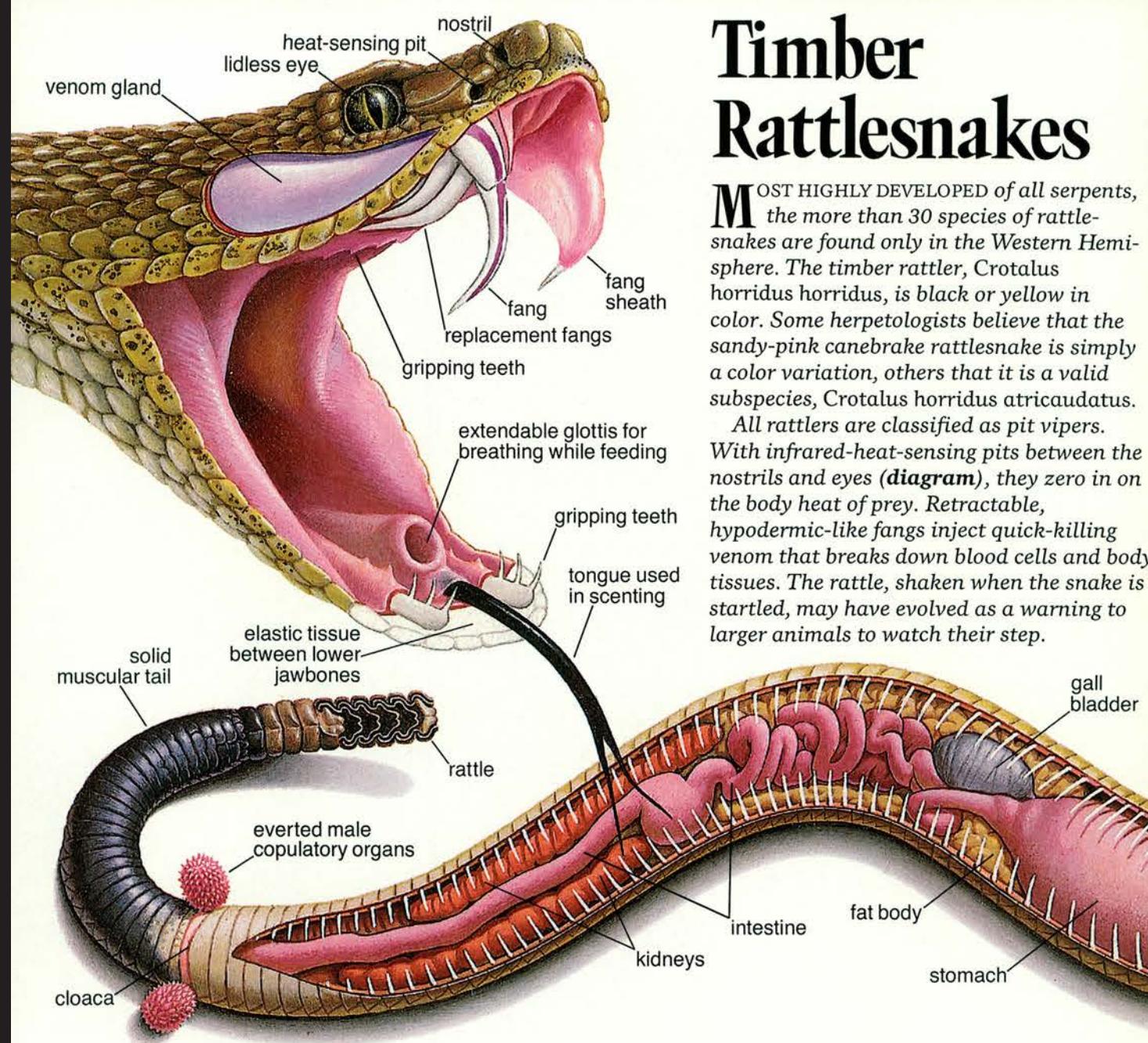
September 1941



February 1972



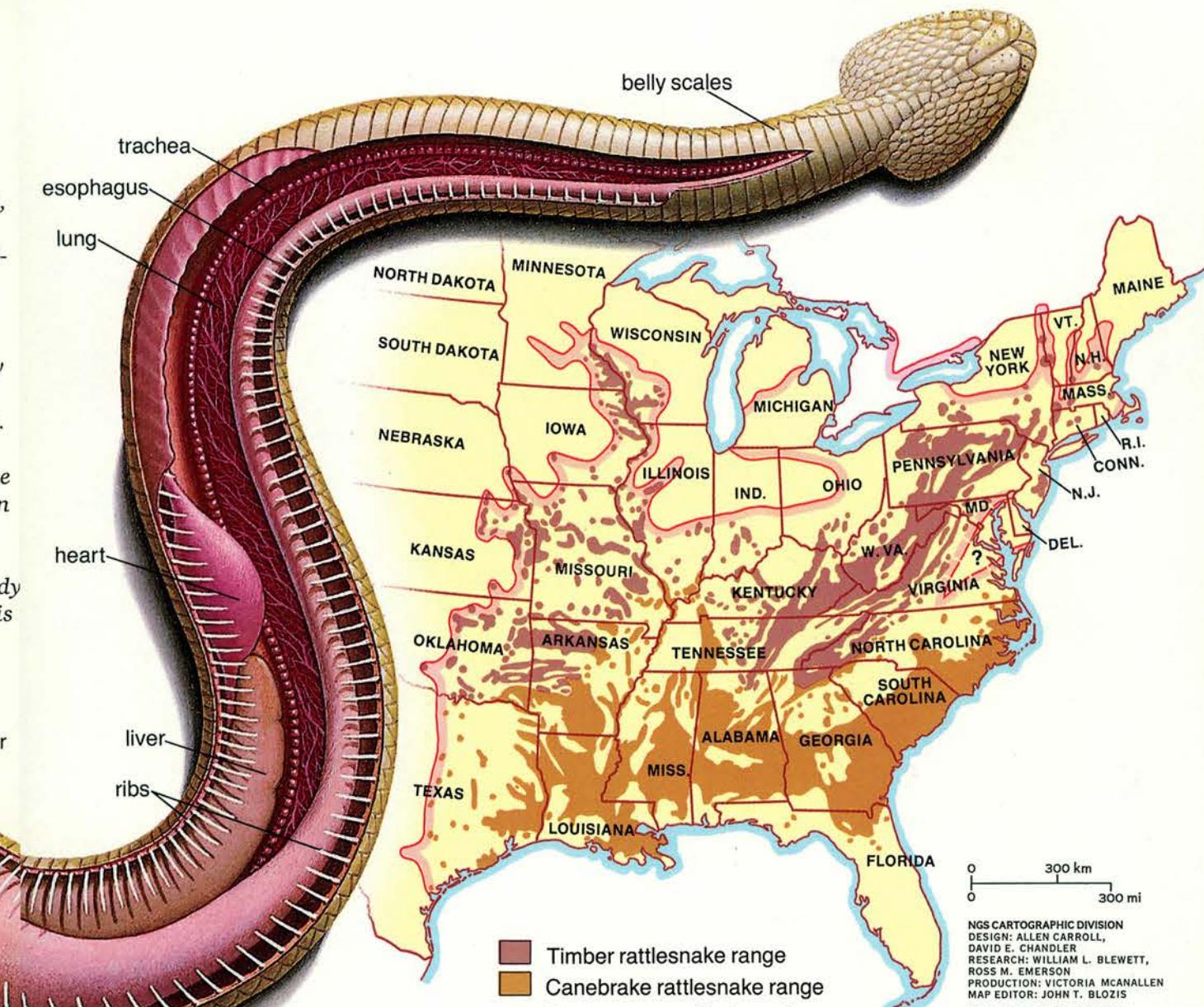
January 1978



Timber Rattlesnakes

MOST HIGHLY DEVELOPED of all serpents, the more than 30 species of rattlesnakes are found only in the Western Hemisphere. The timber rattler, *Crotalus horridus horridus*, is black or yellow in color. Some herpetologists believe that the sandy-pink canebrake rattlesnake is simply a color variation, others that it is a valid subspecies, *Crotalus horridus atricaudatus*.

All rattlers are classified as pit vipers. With infrared-heat-sensing pits between the nostrils and eyes (diagram), they zero in on the body heat of prey. Retractable, hypodermic-like fangs inject quick-killing venom that breaks down blood cells and body tissues. The rattle, shaken when the snake is startled, may have evolved as a warning to larger animals to watch their step.



July 1987

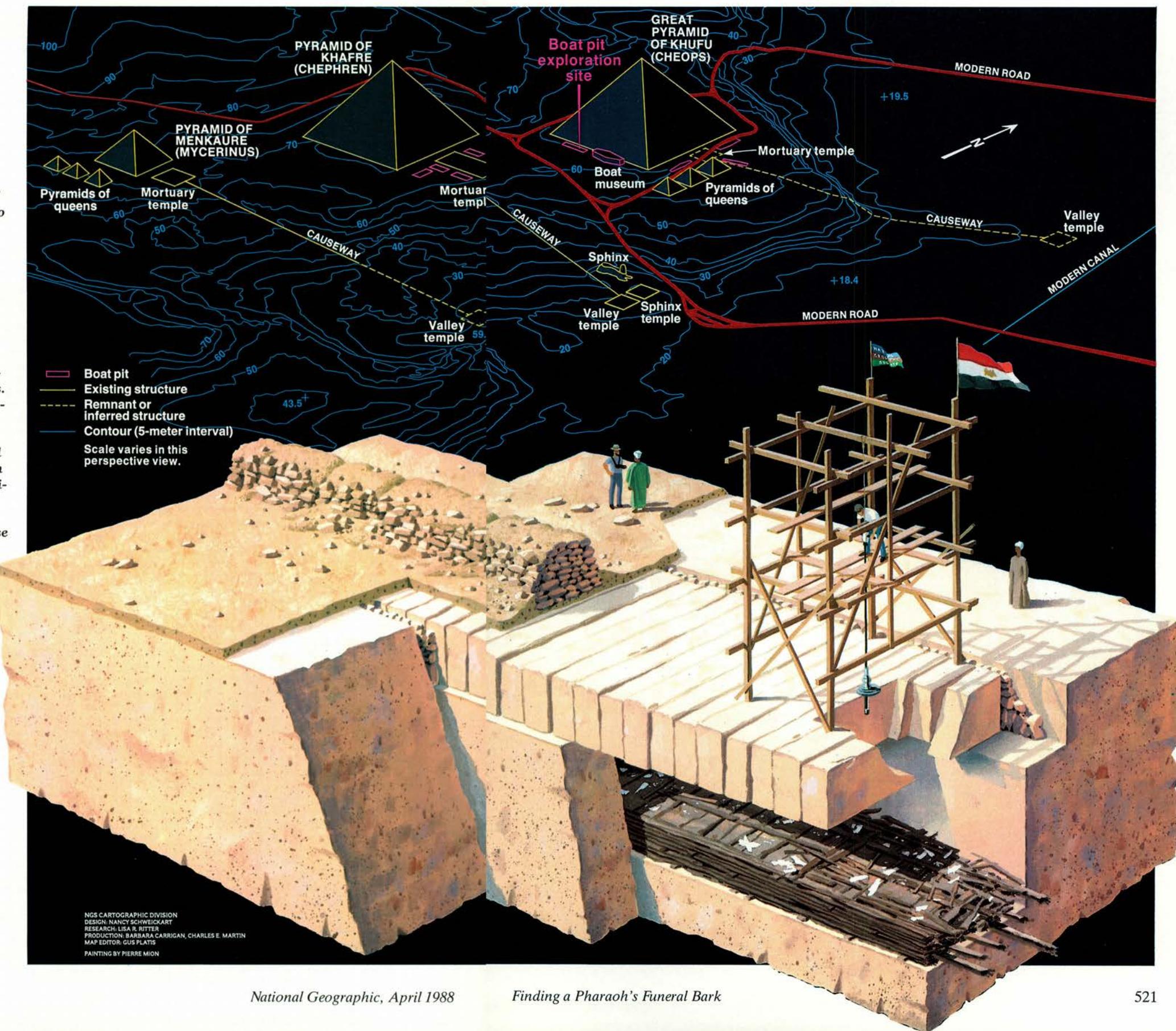
NGS CARTOGRAPHIC DIVISION
DESIGN: ALLEN CARROLL,
DAVID E. CHANDLER
RESEARCH: WILLIAM L. BLEWETT,
ROSS M. EMERSON
PRODUCTION: VICTORIA MCANALLEN
MAP EDITOR: JOHN T. BLOZIS
MAP BASED ON UNPUBLISHED
DATA OF W. H. MARTIN III
PAINTING BY NED SEIDLER

Necropolis on the Nile

Testaments to ancient ingenuity, the three main pyramids of the Giza necropolis were wed to the Nile, source of life itself for Egyptian civilization. Built on the Giza plateau, an escarpment that abuts the west bank of the Nile, each pyramid was the focus of an intricate complex of subsidiary tombs and temples. A high boundary wall surrounded each complex, restricting entry to all but the ritually clean priests and officials.

Access from the Nile was provided by a valley temple constructed at the height of the river's floodplain. Here funeral boats would arrive, one of them bearing the dead king's mummified body, which would be carried up a walled causeway to a mortuary temple at the base of his pyramid, where the body would be entombed for eternity.

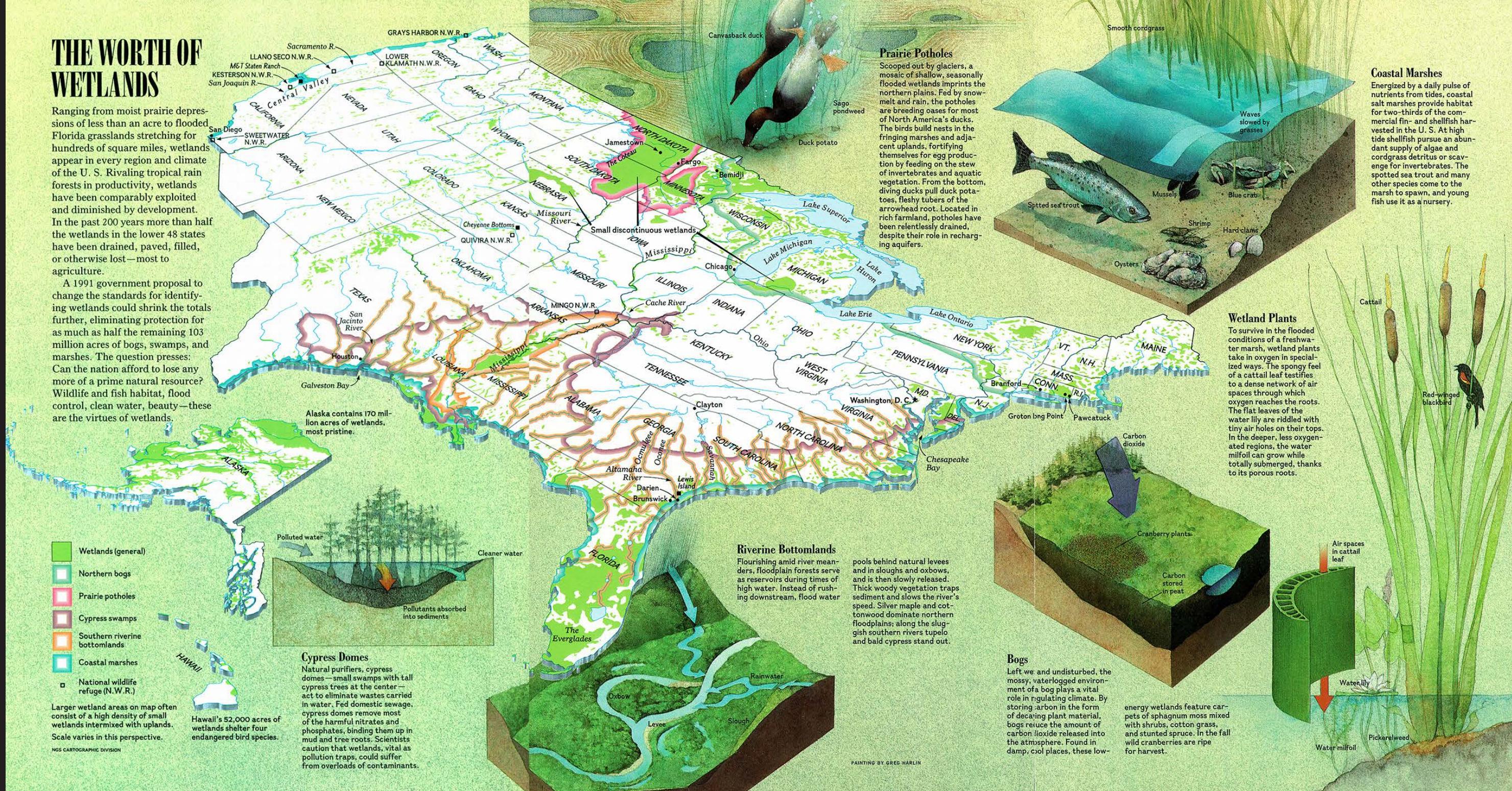
In 1954 a mountain of debris was cleared from the south face of the Great Pyramid, revealing a previously unknown section of wall and the tops of some large limestone blocks. Removing a portion of the wall, investigators discovered two pits carved into the bedrock. Not until 1985, 31 years after excavating the first pit, did Egyptian authorities decide to investigate the second one, with assistance from NATIONAL GEOGRAPHIC. Similar to the first pit, it was covered with blocks of limestone laid on edge, each weighing about 15 tons and measuring five to six feet thick.



THE WORTH OF WETLANDS

Ranging from moist prairie depressions of less than an acre to flooded Florida grasslands stretching for hundreds of square miles, wetlands appear in every region and climate of the U.S. Rivaling tropical rain forests in productivity, wetlands have been comparably exploited and diminished by development. In the past 200 years more than half the wetlands in the lower 48 states have been drained, paved, filled, or otherwise lost—most to agriculture.

A 1991 government proposal to change the standards for identifying wetlands could shrink the totals further, eliminating protection for as much as half the remaining 103 million acres of bogs, swamps, and marshes. The question presses: Can the nation afford to lose any more of a prime natural resource? Wildlife and fish habitat, flood control, clean water, beauty—these are the virtues of wetlands.



October 1992

Late Triassic

210 million years ago
Continents have collided into one large landmass, known as Pangaea, and are on the verge of splitting apart again. A tongue of water has already pushed between Africa and North America. Far from the moderating influence of oceans, many inland areas are deserts. Species of plants and animals disperse unhindered across the globe.

• MAJOR FOSSIL SITE

Late Jurassic

152 million years ago
Pangaea has moved apart, with ocean channels separating Antarctica from Africa, Africa and South America from North America, and North America from Europe. Global temperatures are generally warmer than today, allowing plants and animals to live at much higher northern and southern latitudes.

Late Cretaceous

74 million years ago
The world has assumed more of its modern appearance, though shallow seas flood low-lying areas. Dispersal of continents has separated communities of plants and animals to some extent, but intermittent connections allow migrations. With temperatures still warm, forests cover northern latitudes.

A MARCH ACROSS MILLENNIA

An extraordinary experiment in evolution, dinosaurs descended from an ancient line of reptiles during the Triassic, the first period of the Mesozoic era. As their world broke into island continents over the next 165 million years (shown on globes), they spread across a great range of habitats.

Evolving from a common ancestor, dinosaurs by the late Triassic had split into two large groups—ornithischians, or bird-hipped herbivores (top of tree), and saurischians, or lizard-hipped carnivores. In turn the saurischian line split into plant-eating sauropods and prosauropods (middle) and mostly meat-eating, bipedal theropods (bottom).

By the late Jurassic, communities of browsers like the strangely plated *Stegosaurus* and the long-bodied *Diplodocus* had developed along with large carnivores, such as the lethal-jawed *Allosaurus*.

New life-forms flourished in the Cretaceous. While flowering plants pushed aside conifers and cycads, herbivores with horns and head frills arose, and the great carnivores grew even larger.

As successful at adaptation as dinosaurs were, none but the birds survived the era.

ILLUSTRATION BY CHUCK CARTER;
DINOSAURS BY GREGORY S. PAUL;
MAPS PROVIDED BY DAVID B. ROWLEY,
UNIVERSITY OF CHICAGO.
DINOSAURS NOT SHOWN TO SCALE



Bird-like hips

Many ornithischians, especially early species, had a new hip structure resembling that of modern birds, with the pubic bone (in red) deflected backward among the other pelvic bones.



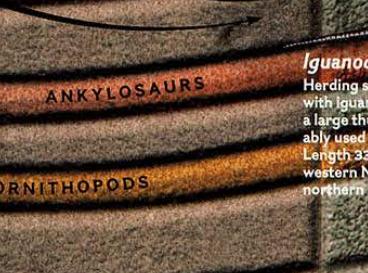
Plateosaurus

Earliest known large-bodied dinosaur; browsed on all fours or on hind legs. Length 26 ft; Europe, Greenland.



Diplodocus

Huge long-bodied browser; at 11 tons, lighter than many other sauropods. Length 88 ft; western U.S.



Dilophosaurus

Carnivore whose thin, fluted head crests may have helped it attract mates. Length 20 ft; western North America, China.



Allosaurus

Agile bipedal predator, whose jaws clamped down on a struggling victim while claws on hands held it fast. Length 15 ft; South America.



Tyrannosaurus

Largest of the carnivores; tore apart prey with large saw-edged teeth set in massive, powerful jaws. Length 45 ft; western North America.



Triceratops

Herdling browser protected by a short, solid neck frill and three facial horns. Length 30 ft; western North America.



The bitter end

Diversity declined as climates became more seasonal at the end of the Cretaceous. Did the last of the dinosaurs die after an asteroid struck earth 65 million years ago, or were they already extinct? We may never know.



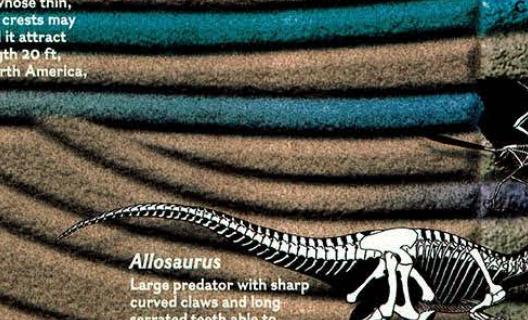
Lizard-like hips

Saurischians retained their ancestral pelvic form, with the pubic bone projecting forward. Ironically, birds descended from lizard-hipped dinosaurs, only later developing deflected pelvic bones.



Herrerasaurus

Agile bipedal predator, whose jaws clamped down on a struggling victim while claws on hands held it fast. Length 15 ft; South America.



Allosaurus

Agile bipedal predator with sharp curved claws and long serrated teeth able to stab and cut; may have attacked in packs. Length 30 ft; western North America.



Tyrannosaurus

Largest of the carnivores; tore apart prey with large saw-edged teeth set in massive, powerful jaws. Length 45 ft; western North America.



Tyrannosaurus

Largest of the carnivores; tore apart prey with large saw-edged teeth set in massive, powerful jaws. Length 45 ft; western North America.

▲ 250 MILLION YEARS AGO

▲ TRIASSIC PERIOD

▲ 200

▲ JURASSIC PERIOD

▲ 150

▲ CRETACEOUS PERIOD

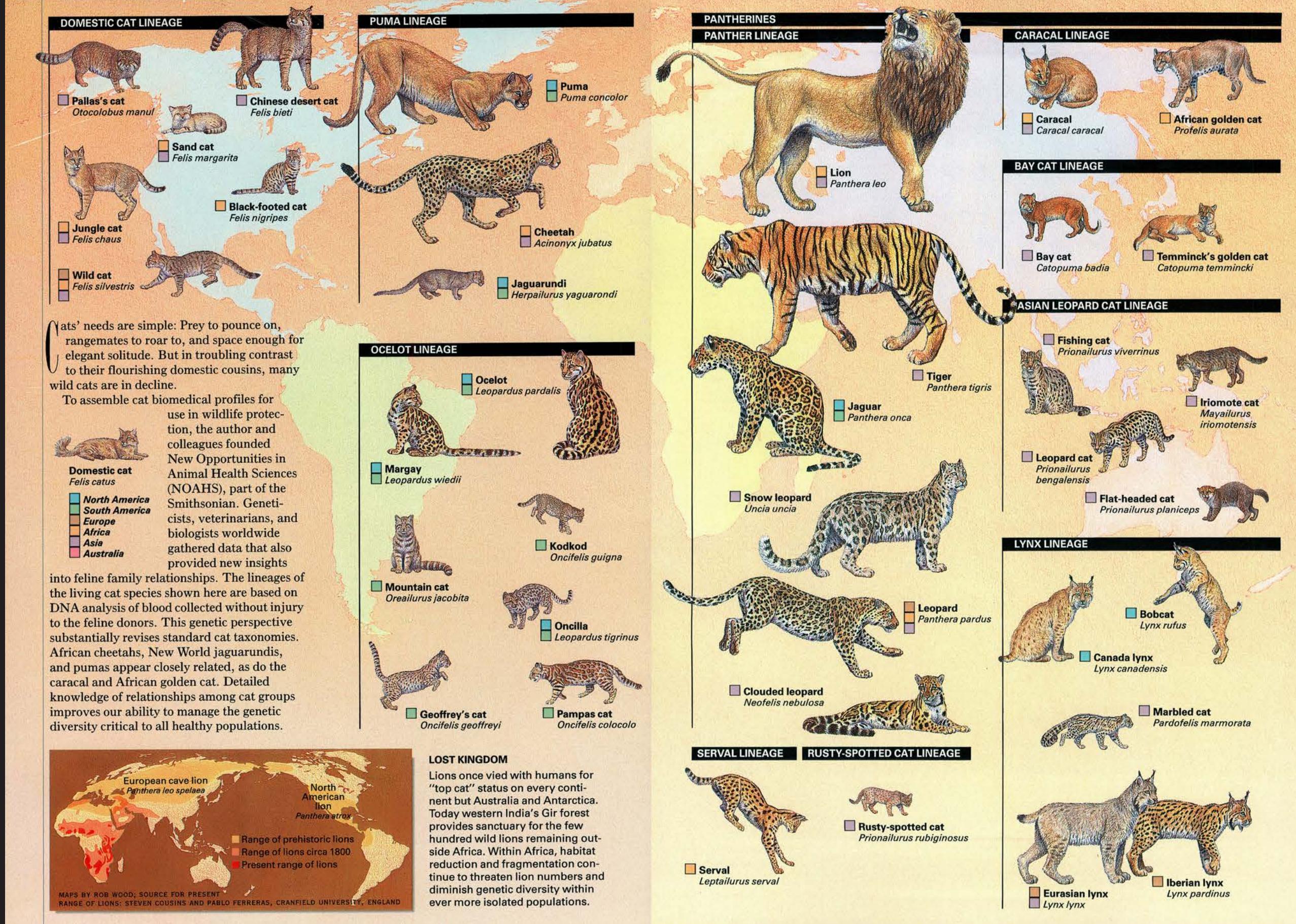
▲ 100

▲ TERTIARY PERIOD

▲ 50

January 1993

The World of Cats



June
1997



EarthPulse

ACROSS BORDERS

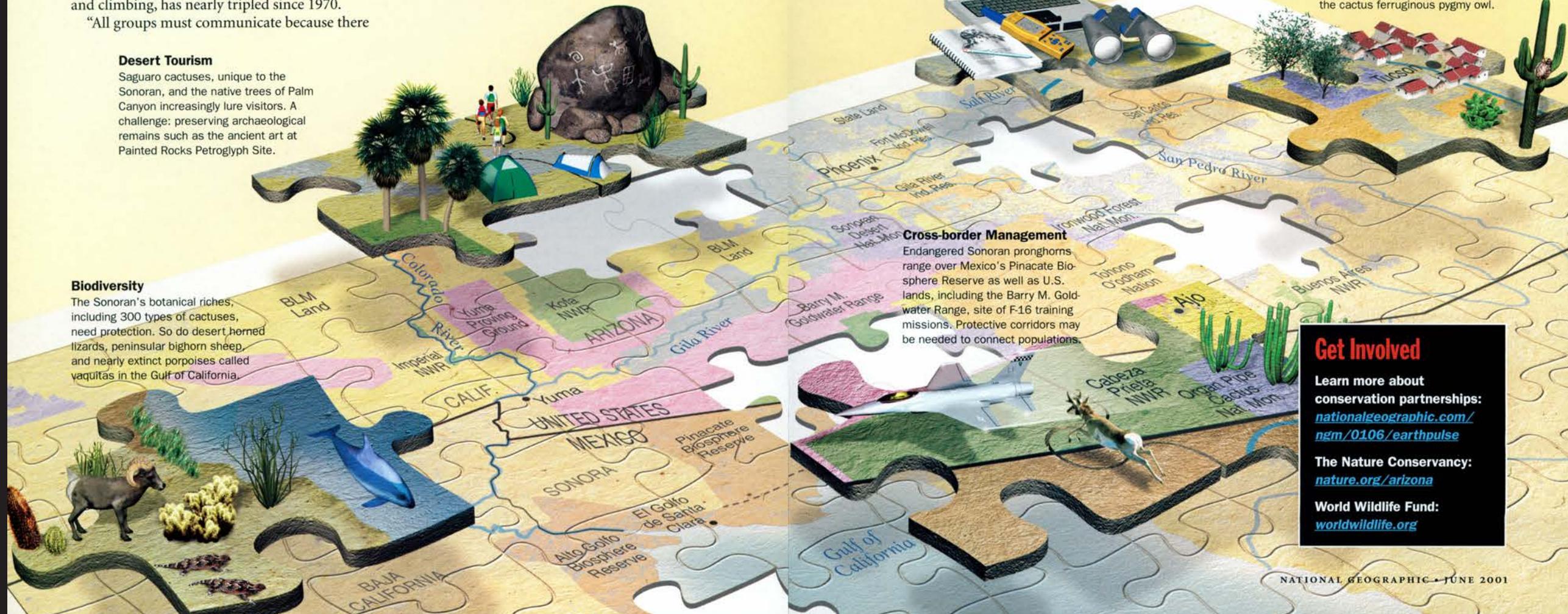
Piecing Together Wild Lands

Sonoran Desert: A model for international partnerships

Deserts only seem barren. In the Sonoran, grass roots grow deep. Plants, animals, and people stake their claims across 55 million rugged acres of Arizona, California, and Mexico. These vast lands have owners with sometimes differing interests: military bases, conservation groups, Native Americans, residents rural and urban, and half a dozen state and federal agencies. This crazy quilt's common challenge is how best to preserve the Sonoran's outstanding biodiversity, such as the more than 500 bird species that migrate through, breed, or reside there. The driving concern: The region's human population, six million and climbing, has nearly tripled since 1970.

"All groups must communicate because there

isn't a single umbrella organization," says Steve Cornelius. His Sonoran Institute, along with the Nature Conservancy and Mexico's IMADES environmental institute, has made an assessment of conservation priorities. Already Arizona's Pima County, the Tohono O'odham Nation, and the Department of Defense are developing comprehensive environmental plans. To the inventory of land already protected, some since the 1930s, nearly half a million acres has recently been added as the Sonoran Desert National Monument. This map depicts the region's interlocking elements, with pieces lifted to highlight important conservation issues.



International Agreements

Cooperation grows between nations with animals and plants that know no borders, as in the Arctic, where the U.S. and Russia have signed a polar bear agreement. Three African countries protect a primate-rich lowland tropical forest. India and Nepal preserve tigers and rhinos in the tarai on the edge of the Himalaya. Brazil is assisted in saving its rain forest by the World Wildlife Fund's protected areas program.

Coordinating Efforts

The information researchers gather on Sonoran ecosystems goes into a geographic information system database that can help agencies share resources and create conservation strategies.

Urban Sprawl

Like Phoenix, Arizona's largest city, Pima County's Tucson has grown with few checks. Pima's proposed Sonoran Desert Conservation Plan was spurred by the need to protect the cactus ferruginous pygmy owl.

Get Involved

Learn more about conservation partnerships:
[nationalgeographic.com/
ngm/0106/earthpulse](http://nationalgeographic.com/ngm/0106/earthpulse)

The Nature Conservancy:
nature.org/arizona

World Wildlife Fund:
worldwildlife.org

June
2001

Fernando Baptista



Harmonize artwork and map by:

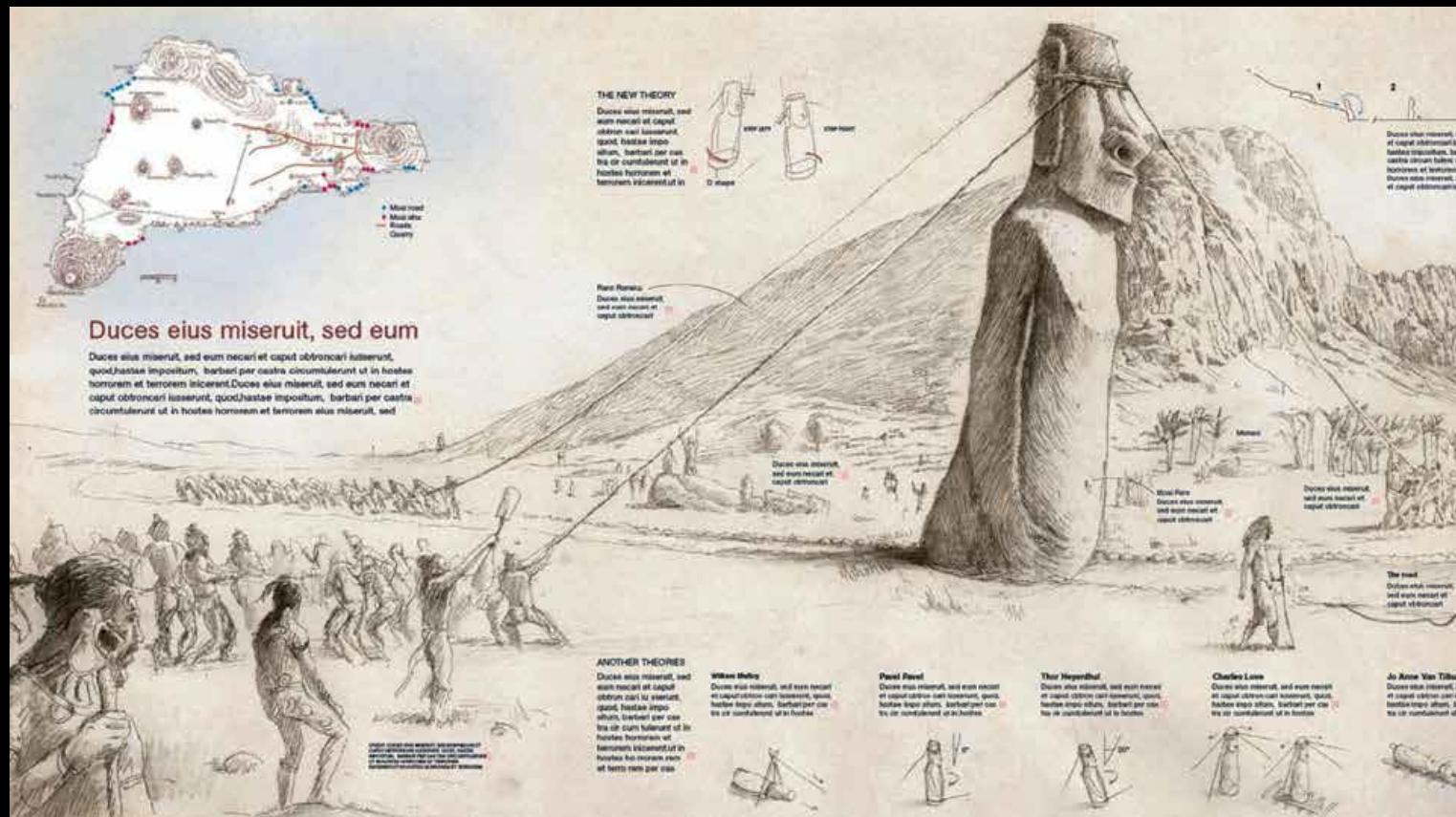
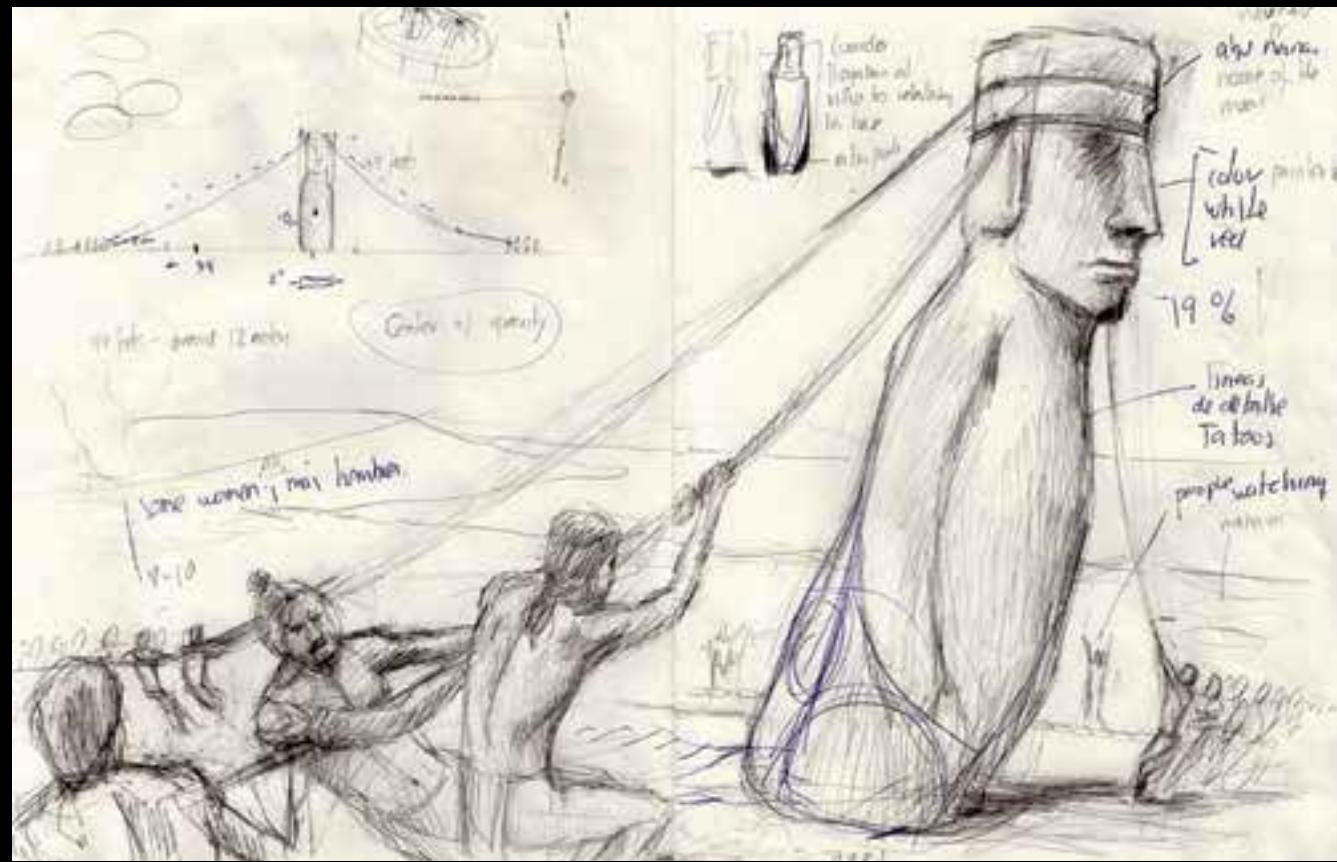
Consistent lighting

Blending colors

Creating textures

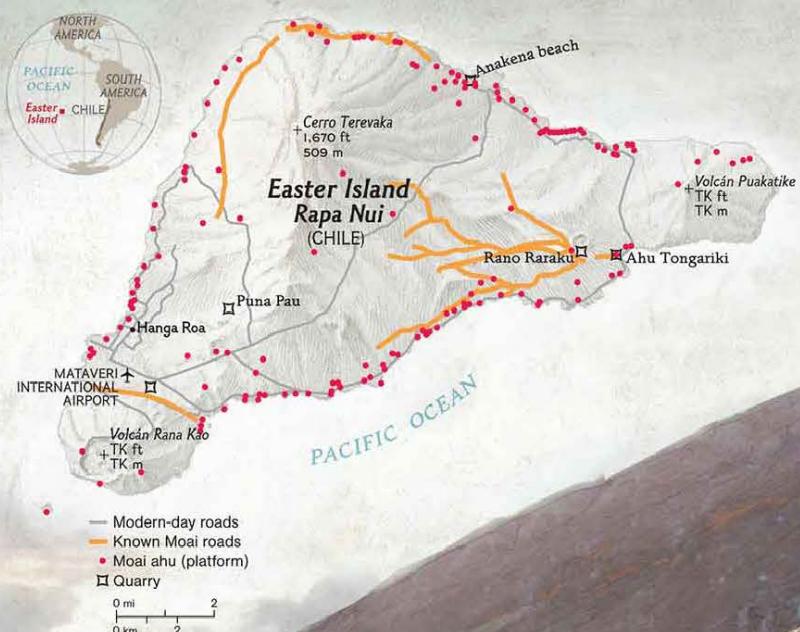
Making a hierarchy for information



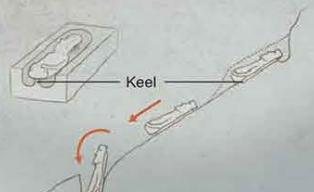


How Did They Move?

It's one of Easter Island's persistent mysteries: How were hundreds of giant statues transported across the island centuries ago, over distances as long as 11 miles, by people who lacked draft animals and wheels? The scene imagined here with a 21-foot-tall moai illustrates a new theory. It takes its cues from Rapanui oral tradition, which says the moai "walked."



At Rano Raraku, the main quarry, each moai was carved out of sloping bedrock until only a slender "keel" held it in place. The last step was to sever the keel and lower the moai downhill with ropes into a trench to await transport.



White coral eyes with pupils of obsidian or red scoria were inserted after a moai reached its platform. They brought the stone face to life.



Dirt roads radiating from the quarry were constructed with gentle slopes to help moai reach their platforms in one piece.

Earlier theories

Thor Heyerdahl, 1955

The Norwegian and a team of 180 strapped a real, 13-foot, 10-ton moai onto a tree trunk, then dragged it. "You are totally wrong, sir," a Rapanui onlooker told Heyerdahl.



William Mulloy, 1970

Using a desktop model, this U.S. archaeologist speculated that a moai might be swung forward in steps while hanging by the neck from an inverted wooden V.



Pavel Pavel, 1986

Czech engineer Pavel used a 13-foot, 9-ton moai—another real one—with a twisting rather than a rocking motion, which may have been risky.



Charles Love, 1987

U.S. archaeologist Love stood his 13-foot, 8-ton replica upright on a wood sledge and hauled it over rollers. It moved 148 feet in two minutes.



iPad Exclusive
See the stones walk
lorem ipsum nus vola
on our iPad edition.

Jo Anne Van Tilburg, 1997

Sixty volunteers pulled a 13-foot, 10-ton model, lying on its back, for 328 feet on a wood sledge over rails of eucalyptus, a non-native tree species.

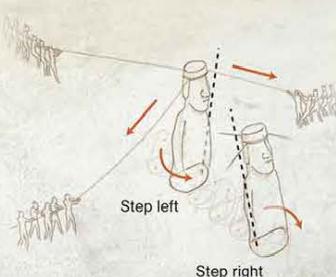


Statuses that rock

Terry Hunt, Carl Lipo, 2011

Archaeologists Hunt and Lipo believe three small groups could have walked a moai: two groups coaxed it forward by rocking it side to side, while a third stabilized it from the back.

A D-shaped, heavy bottom made a moai rockable. In a 2011 experiment, 18 people walked a 10-foot, 5-ton replica a few hundred yards.



FERNANDO G. BAPTISTA AND MATTHEW TWOMBLY, NGM STAFF; PATRICIA HEALY, DEBBIE GIBBONS, SOURCES: TERRY L. HUNT, UNIVERSITY OF HAWAII; CARL LIPO, CALIFORNIA STATE UNIVERSITY LONG BEACH; HELENE MARTINSSON-WALLIN, GOTLAND UNIVERSITY; FRANCISCO TORRES HOCHSTETTER, RAPA NUI

July 2012

Working with Fernando: Basque Whalers



3 gatefold spreads

4.9 ft² of content



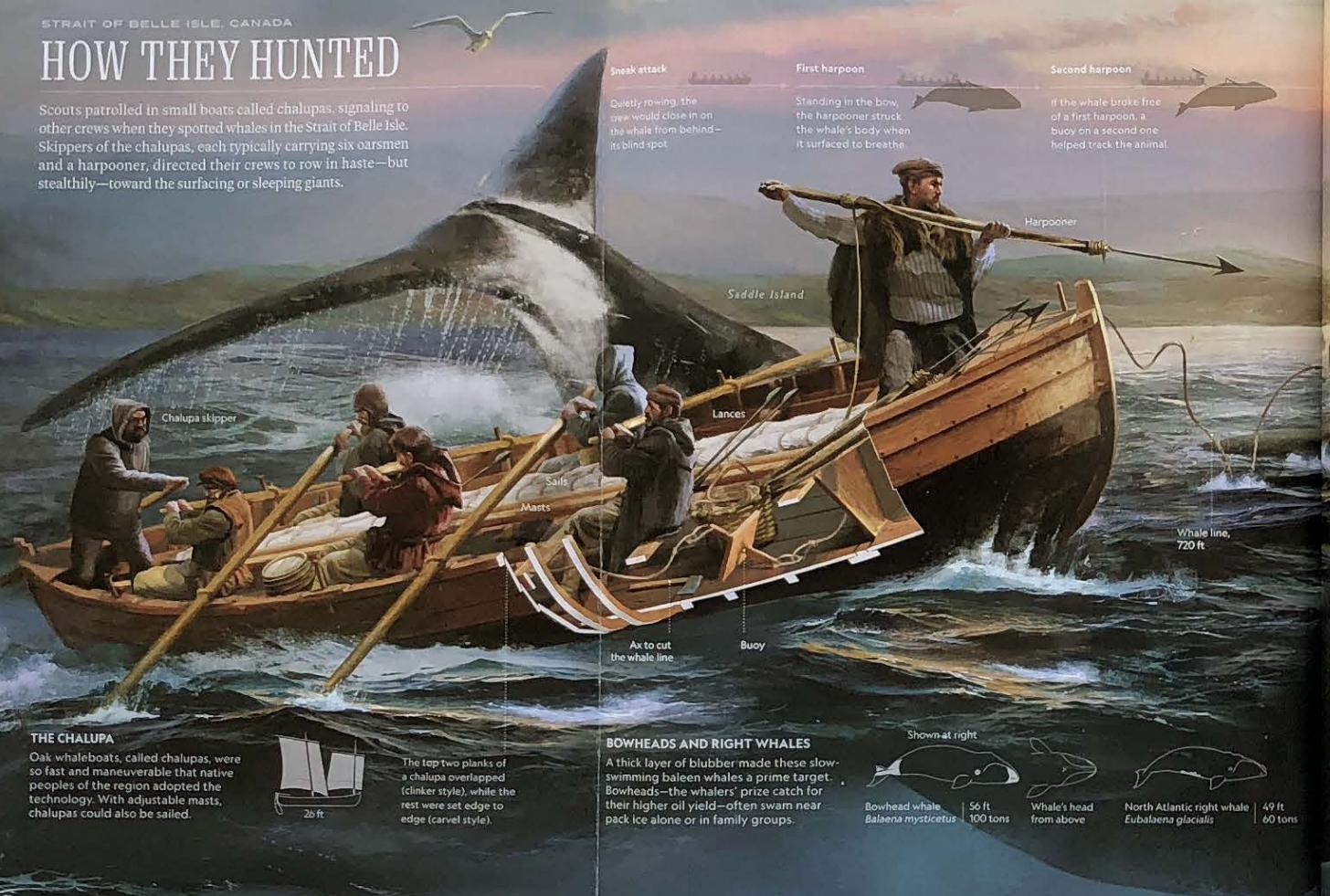




STRAIT OF BELLE ISLE, CANADA

HOW THEY HUNTED

Scouts patrolled in small boats called chalupas, signaling to other crews when they spotted whales in the Strait of Belle Isle. Skippers of the chalupas, each typically carrying six oarsmen and a harpooner, directed their crews to row in haste—but stealthily—toward the surfacing or sleeping giants.



THE CHALUPA

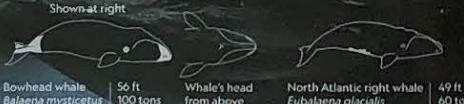
Oak whaleboats, called chalupas, were so fast and maneuverable that native peoples of the region adopted the technology. With adjustable masts, chalupas could also be sailed.



The top two planks of a chalupa overlapped (clinker style), while the rest were set edge to edge (carvel style).
28 ft

BOWHEADS AND RIGHT WHALES

A thick layer of blubber made these slow-swimming baleen whales a prime target. Bowheads—the whalers' prize catch for their higher oil yield—often swim near pack ice alone or in family groups.



PROCESSING THE PRIZE

The whale carcass was buoyant, so processing could begin on the water. At land-based tryworks, blubber was boiled down to oil; barrels of it were floated back to the ships.



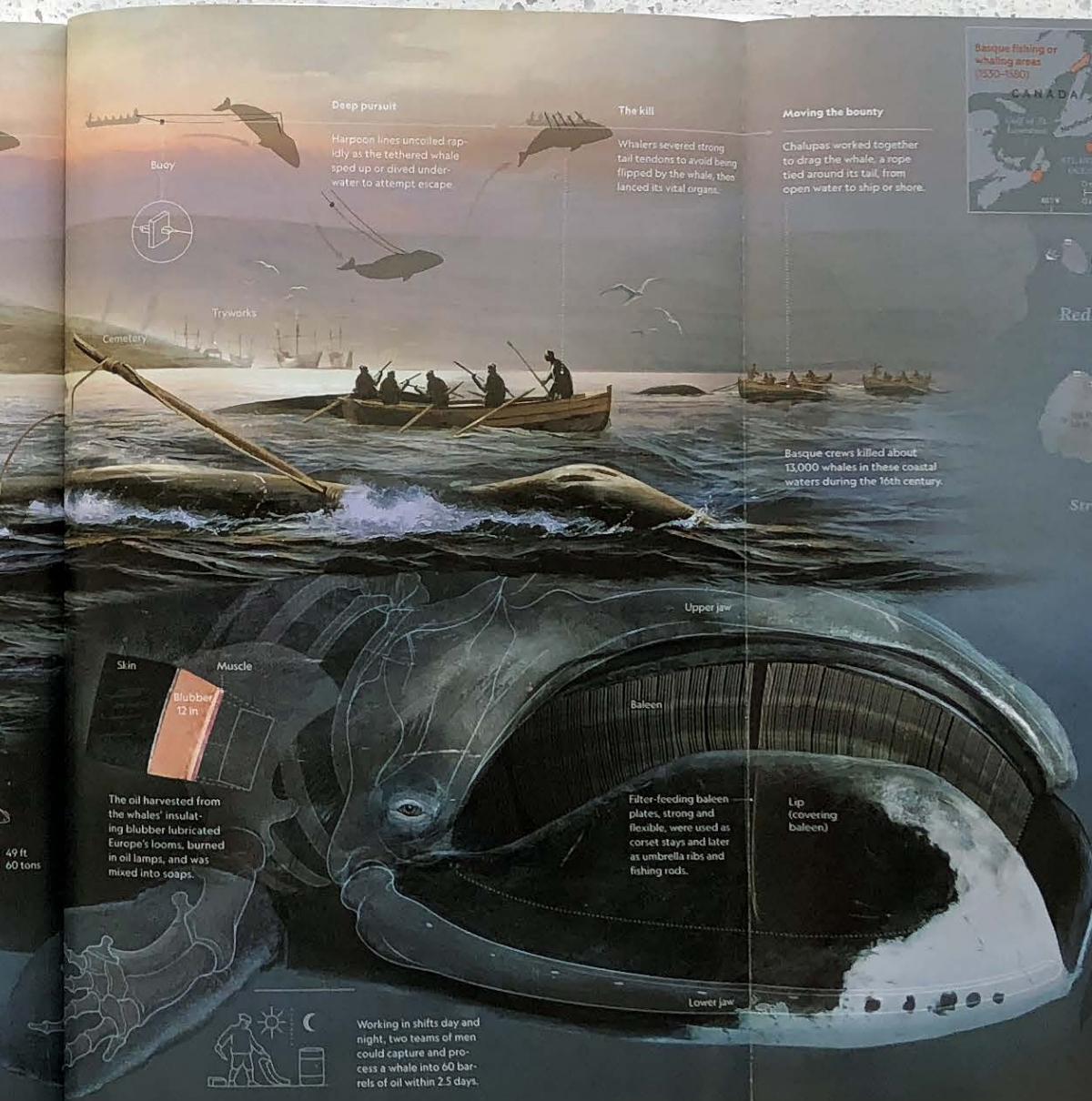
First, slings were attached to the whale; the captain and pulleys were then used to rotate the carcass as men stripped blubber.



Hunks of blubber were boiled down in onshore tryworks, tiled-roof shelters covering stone ovens with cauldrons.



Blubber was slowly melted, purified, and poured into barrels. Baleen was extracted, cleaned, and bundled.



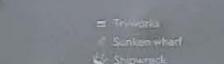
Basque fishing or whaling areas (1500–1560)

Each season some 1,000 men on 15 ships hunted or manned 15 tryworks (oil-rendering stations) at the height of Basque whaling in the 1560s and '70s.

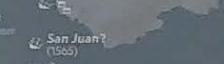


RED BAY

Each season some 1,000 men on 15 ships hunted or manned 15 tryworks (oil-rendering stations) at the height of Basque whaling in the 1560s and '70s.



Tryworks
Sunken wharf
Shipwreck



Red Bay
The Harbor
San Juan? (565)
Saddle Island Cemetery



Strait of Belle Isle
Direction of view in scene

TOOLS OF THE TRADE

Mounted on wooden shafts, iron-headed harpoons and lances were coated with wax to protect against corrosive seawater.



Harpoon (head, actual size)



Lance

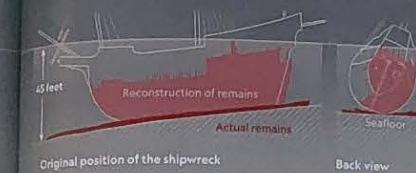


Fleming tools to strip blubber

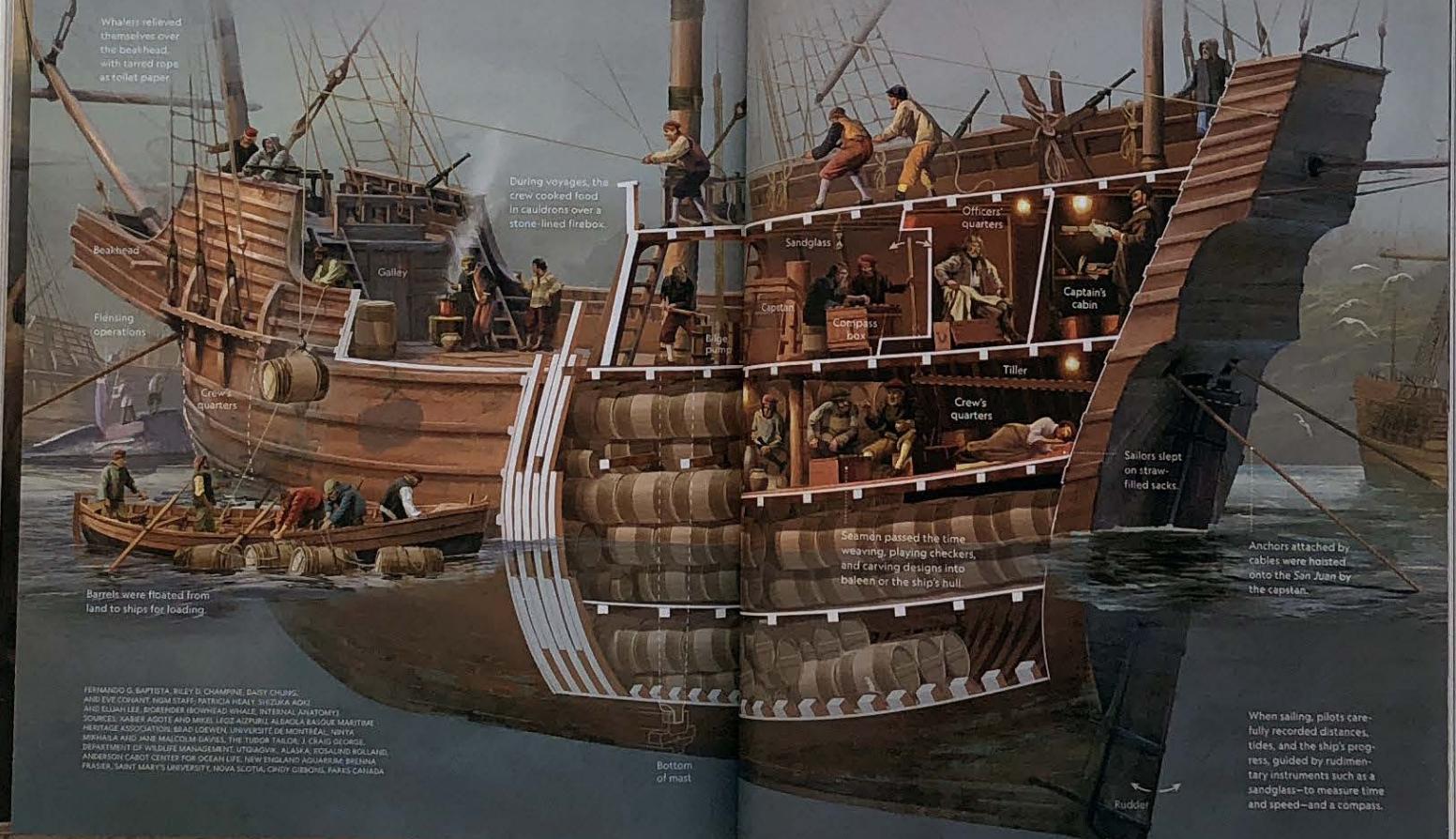
RED BAY, CANADA

READY TO RETURN

The Basques were the master whalers of their day, but not all their ships weathered the voyages. Seamen's court testimony and insurance claims tell of a costly end to the *San Juan*: driven into the rocks by violent winds before departure in 1565. But the crew survived, many barrels were recovered, and the Basques dominated the hunting grounds of the north into the next century.

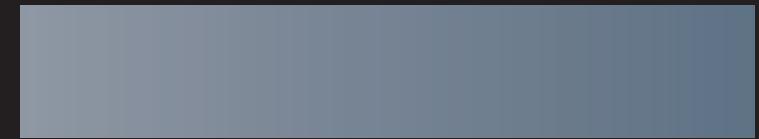


1978: RECOVERING THE SAN JUAN
Found under kelp and silt, the ship's flattened hull had been preserved for centuries by icy waters. The first plank brought up was oak, not native to the region but known to be used by the Basques. Red Bay is now a UNESCO World Heritage site.



FERNANDO G. SANTOS, RILEY D. CHAMPE, DAVID CHUNG, AND EVE COVANT HIGHSTAFF; PATRICIA HEALY, NEDUKA AKI, MARGARET BURGESS, AND KAREN LARSEN; AND CECILIA LAURENCE MARTINEZ
HERITAGE ASSOCIATION, RED BAY (GEVEN, UNIVERSITÉ DE MONTRÉAL, NOVA SCOTIA, AND MALCOLM BAIVES, THE TURGIR FALD); J. CRAIG GEORGE, DEPARTMENT OF VETERINARY MEDICINE, UNIVERSITY OF TORONTO; AND ANDERSON CARD CENTER FOR OCEAN LIFE, NEW ENGLAND MARINE BIOLOGICAL STATION, MASSACHUSETTS; AND CÉLINE FRASER, SAINT MARY'S UNIVERSITY, NOVA SCOTIA; CHAD GIBOIS, PARIS CANADA

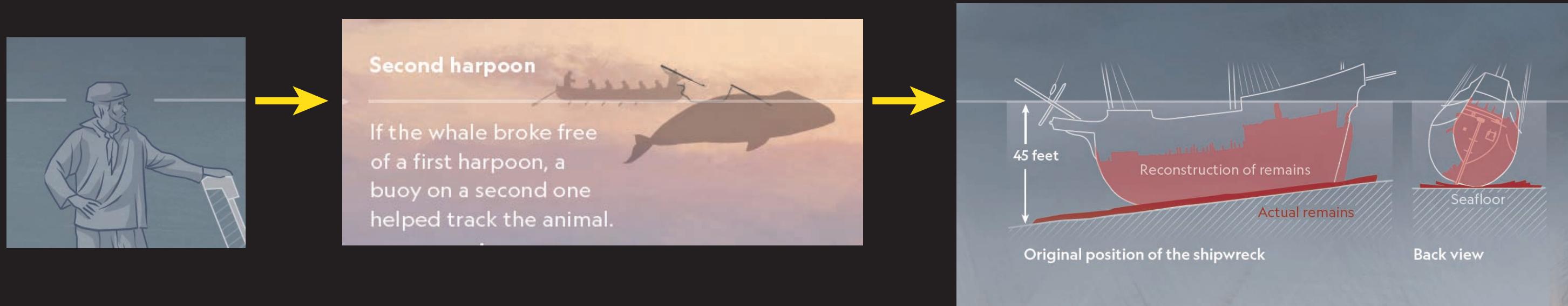
Key strategies for integrating maps

- Working with a horizontal rule
- Repetition of color for key information
- Blending map colors with artwork

Benefits of repeating a horizontal rule



- Consistent alignment across pages

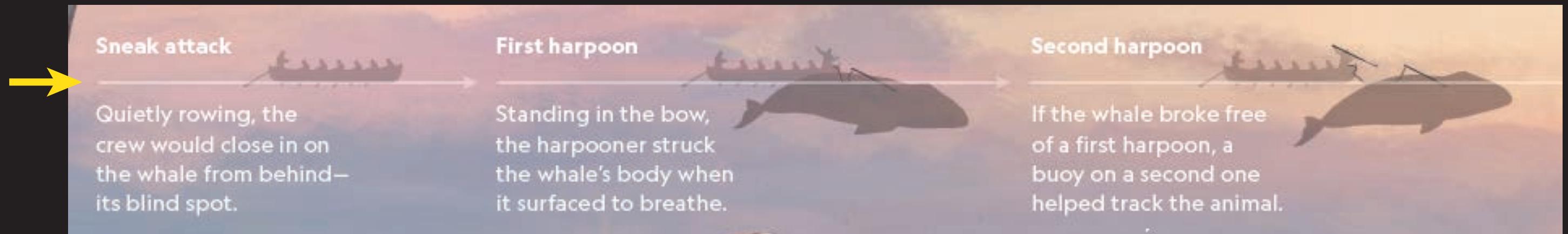


- Connecting different elements

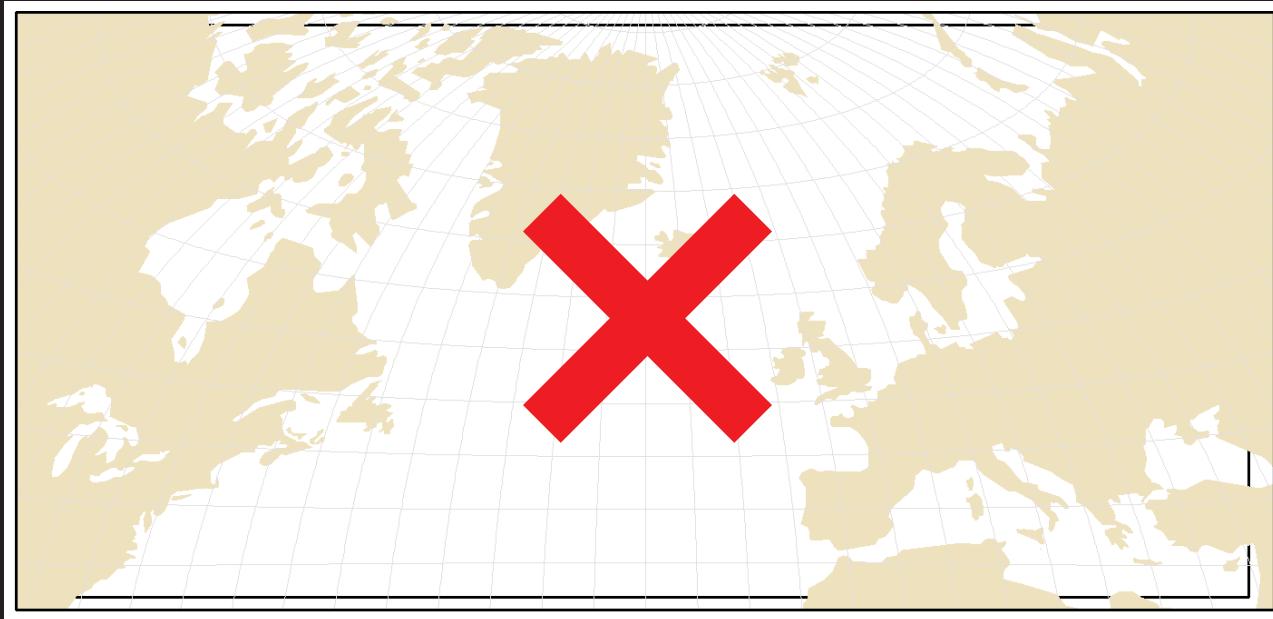
Rule adds a foundation for linear information



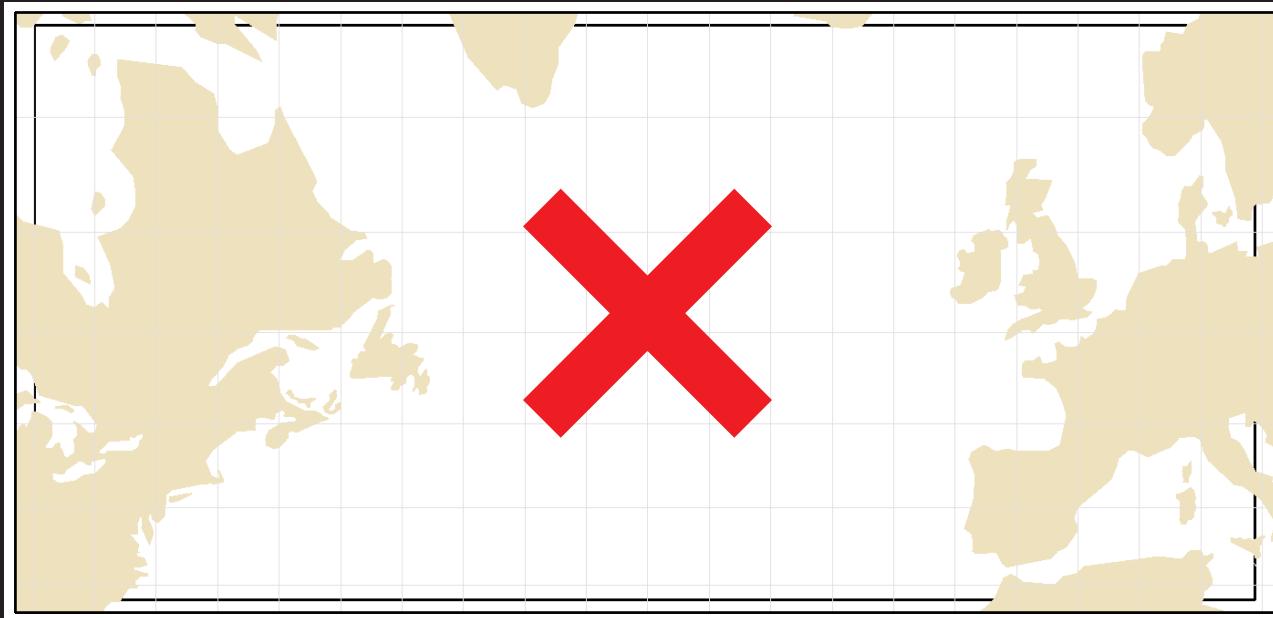
- Whaling timeline



- Hunting process



Equidistant Azimuthal
1:75,000,000



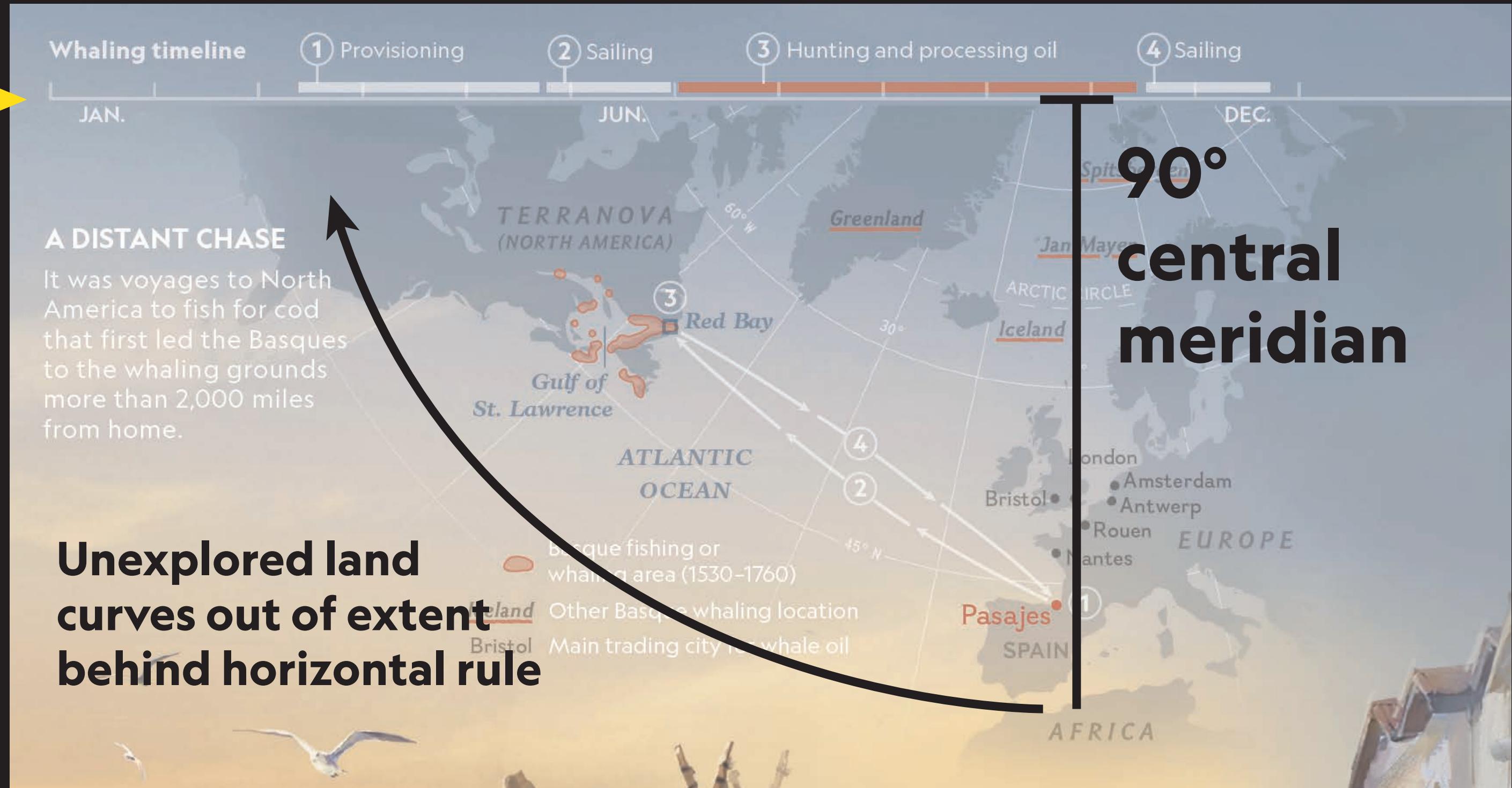
Mercator
1:65,000,000

Choosing a projection to work with rule



Equidistant Conic
1:70,000,000

Conic projection interacting with horizontal rule

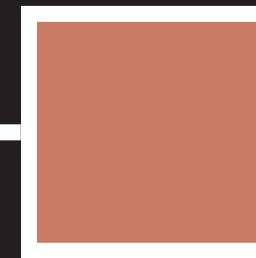
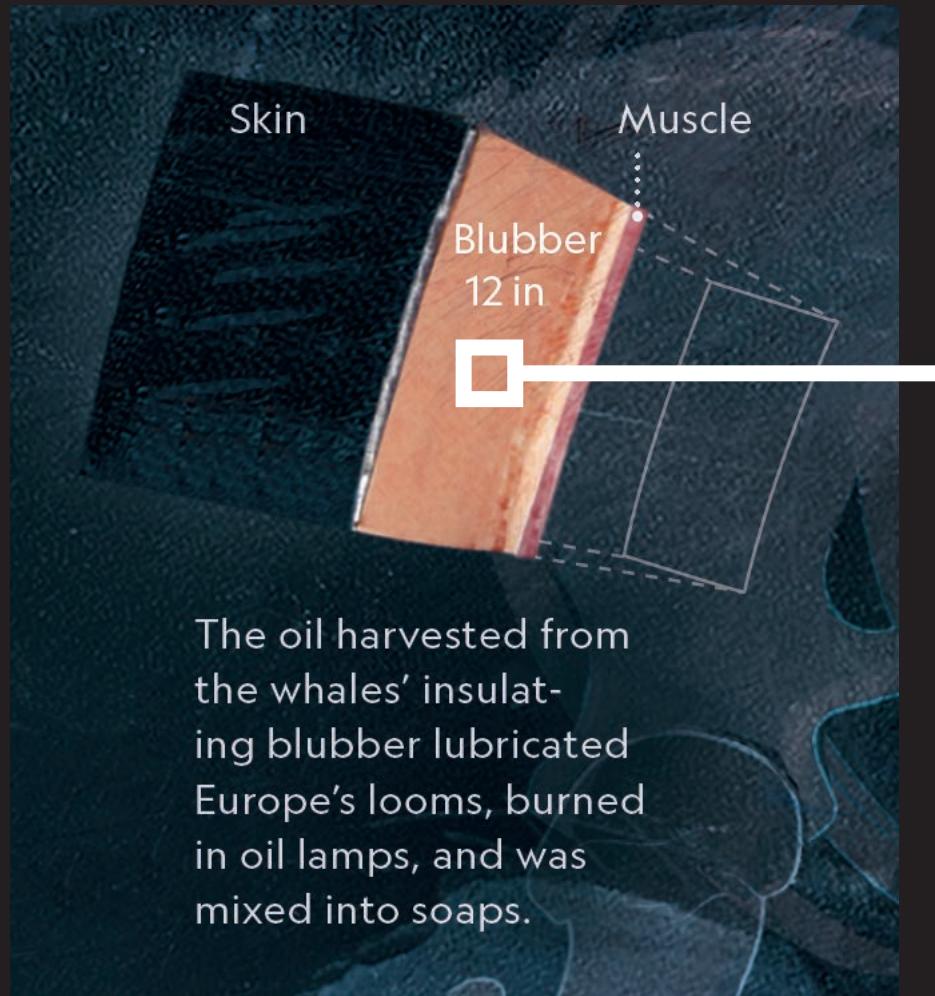


Movement toward inset map...



...aligned with latitude tick

Highlighting key information with color repetition



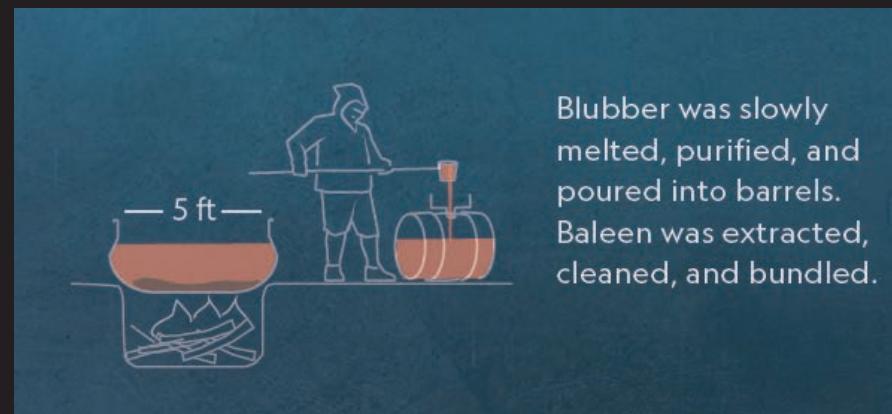
Represents elements in graphic related directly to the Basque Whaler's prize: **whale blubber**



Highlight color used in graphics



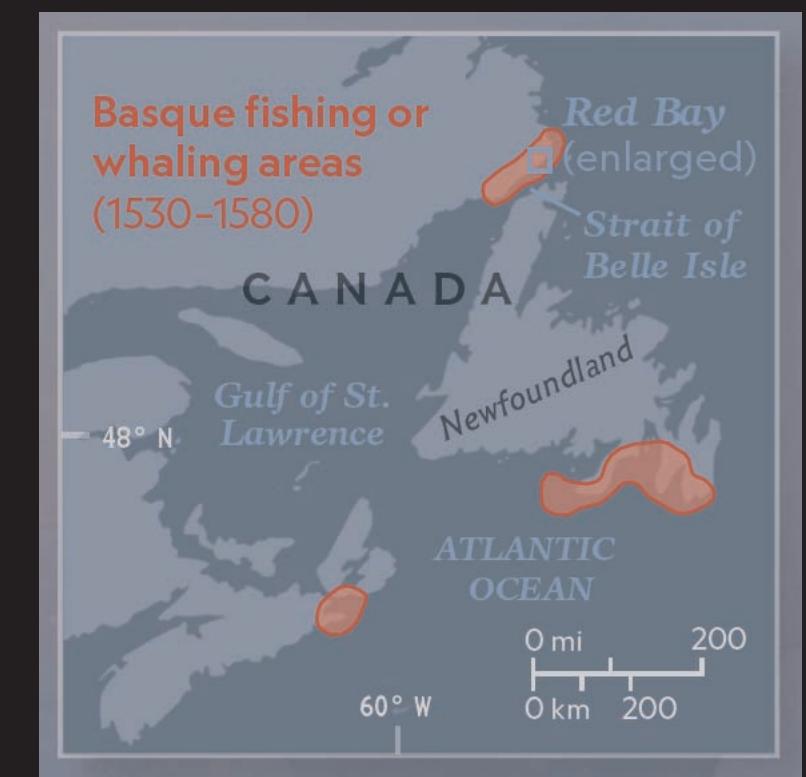
Spoils allocated to whaling crew



Processing blubber into oil

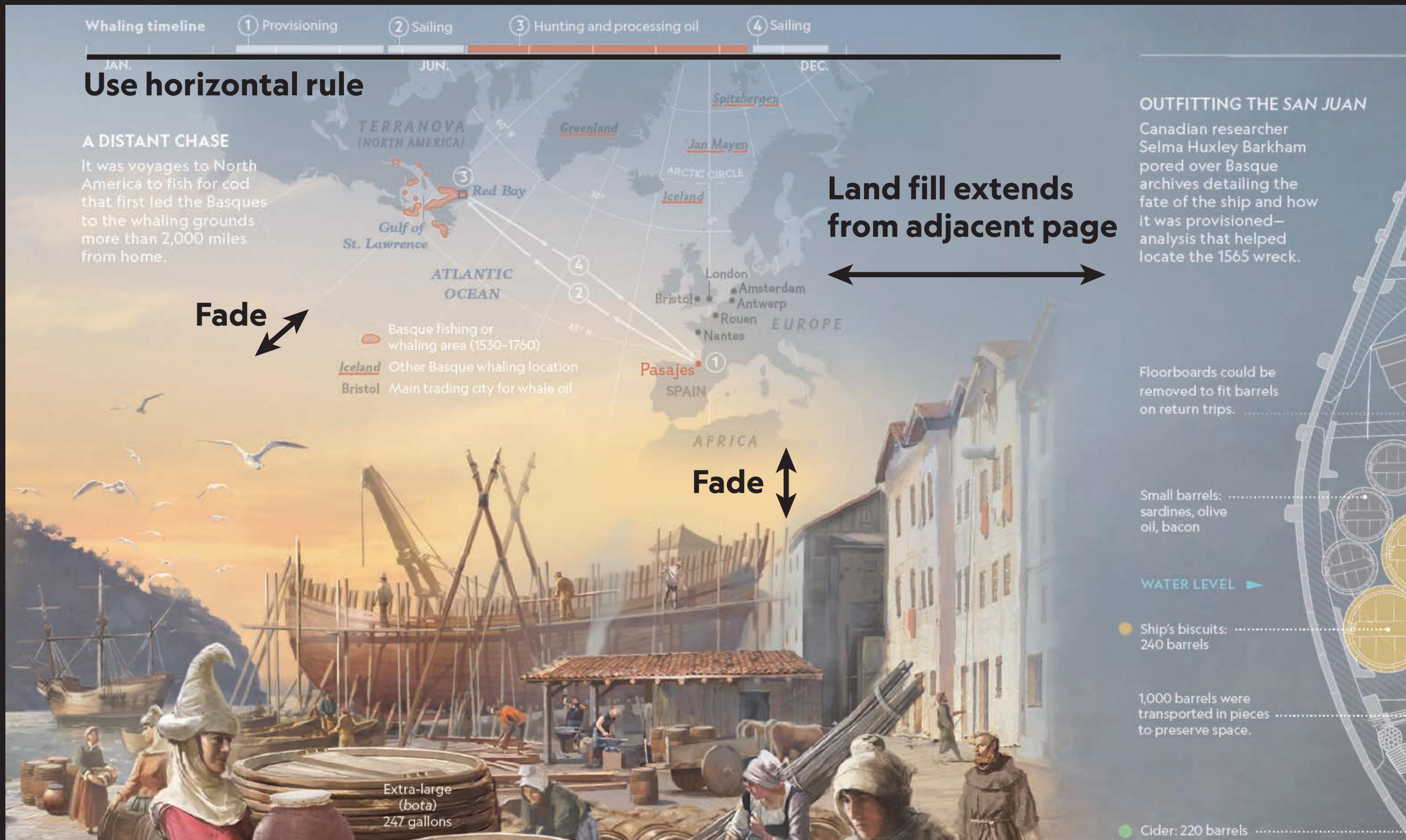
Whale oil cargo

Highlight color used in maps



■ Basque whaling and fishing areas

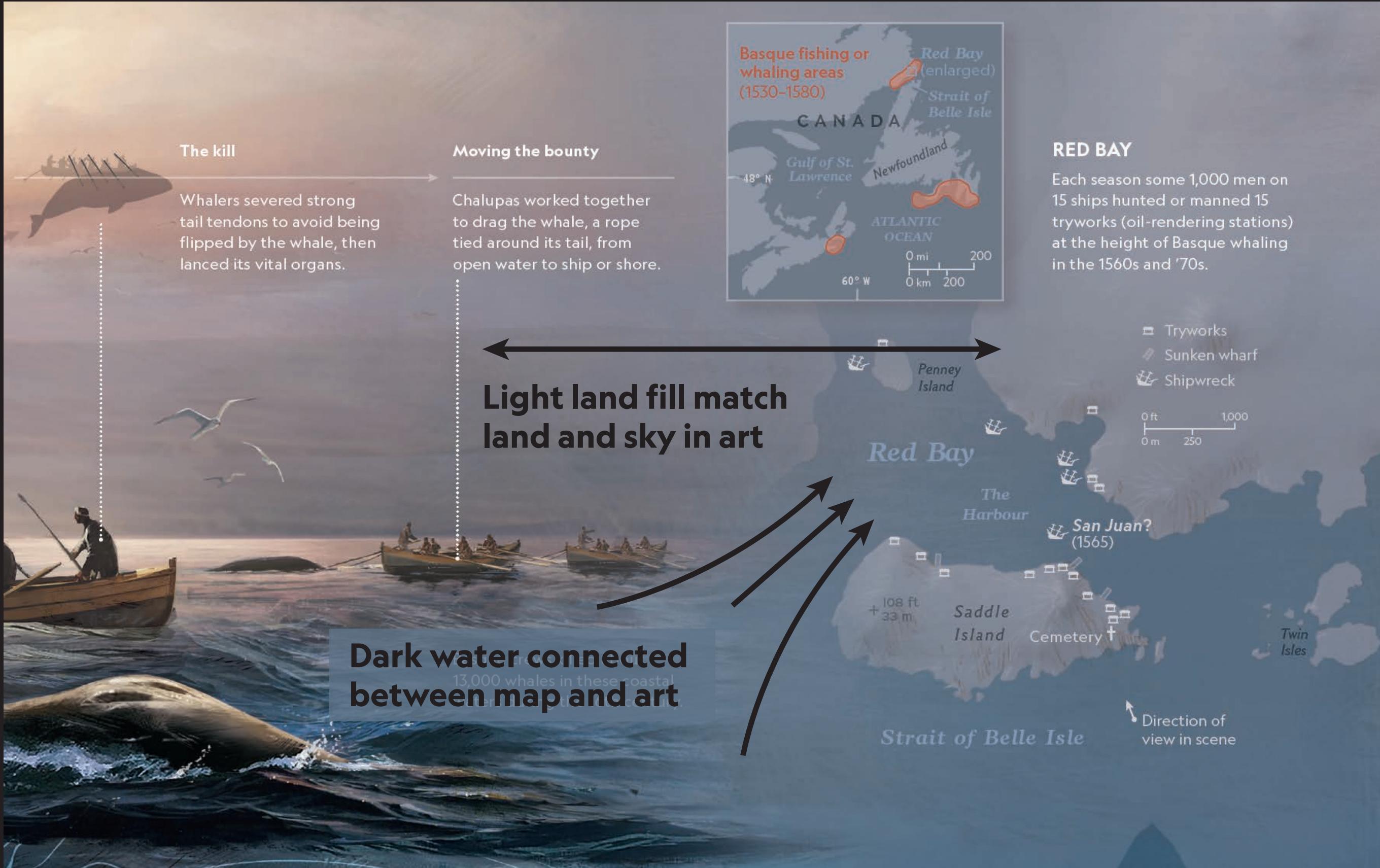
Limit hard edges

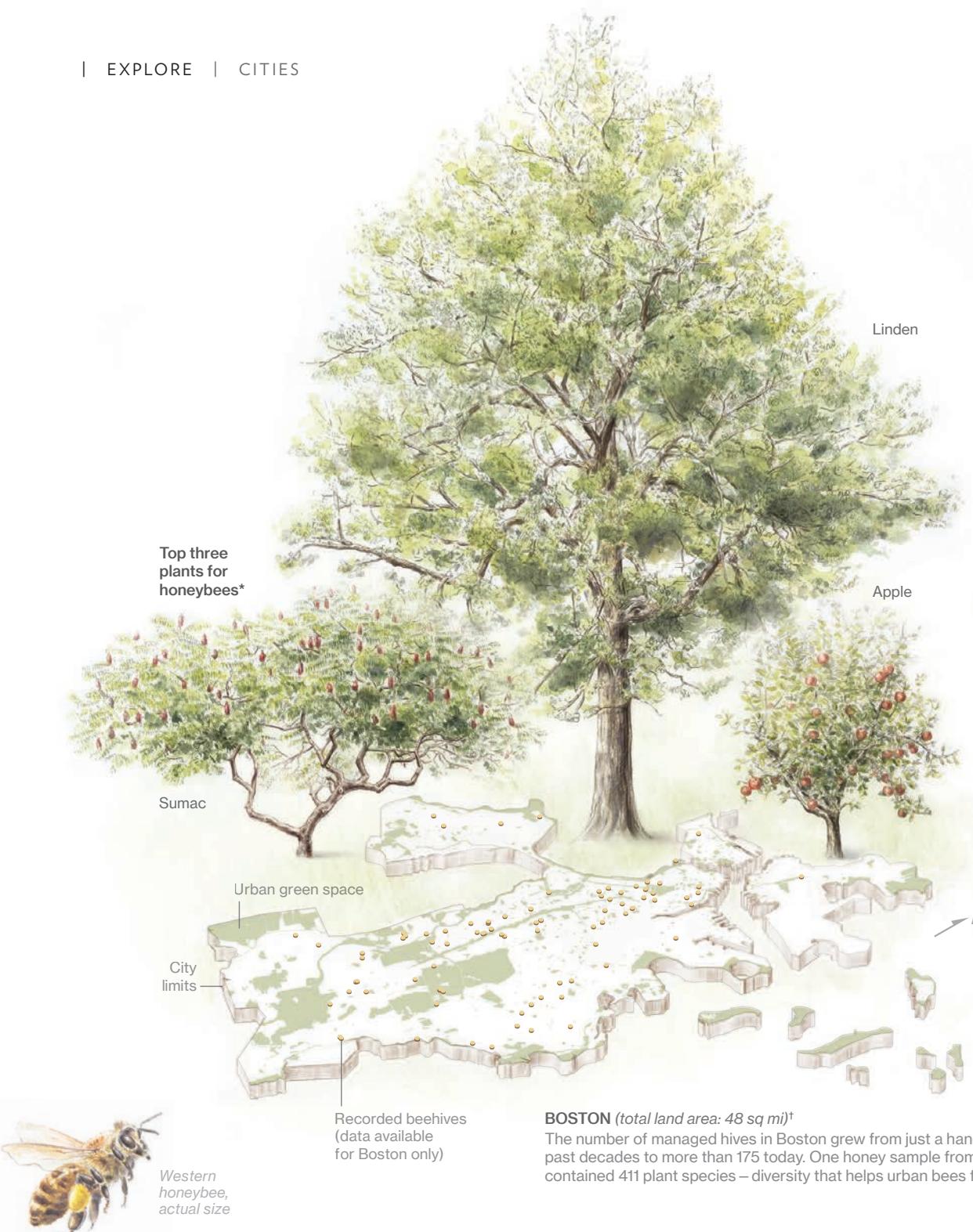


Water flows together



Water flows together





A DOLLOP OF SWEET SCIENCE

By Kelsey Nowakowski

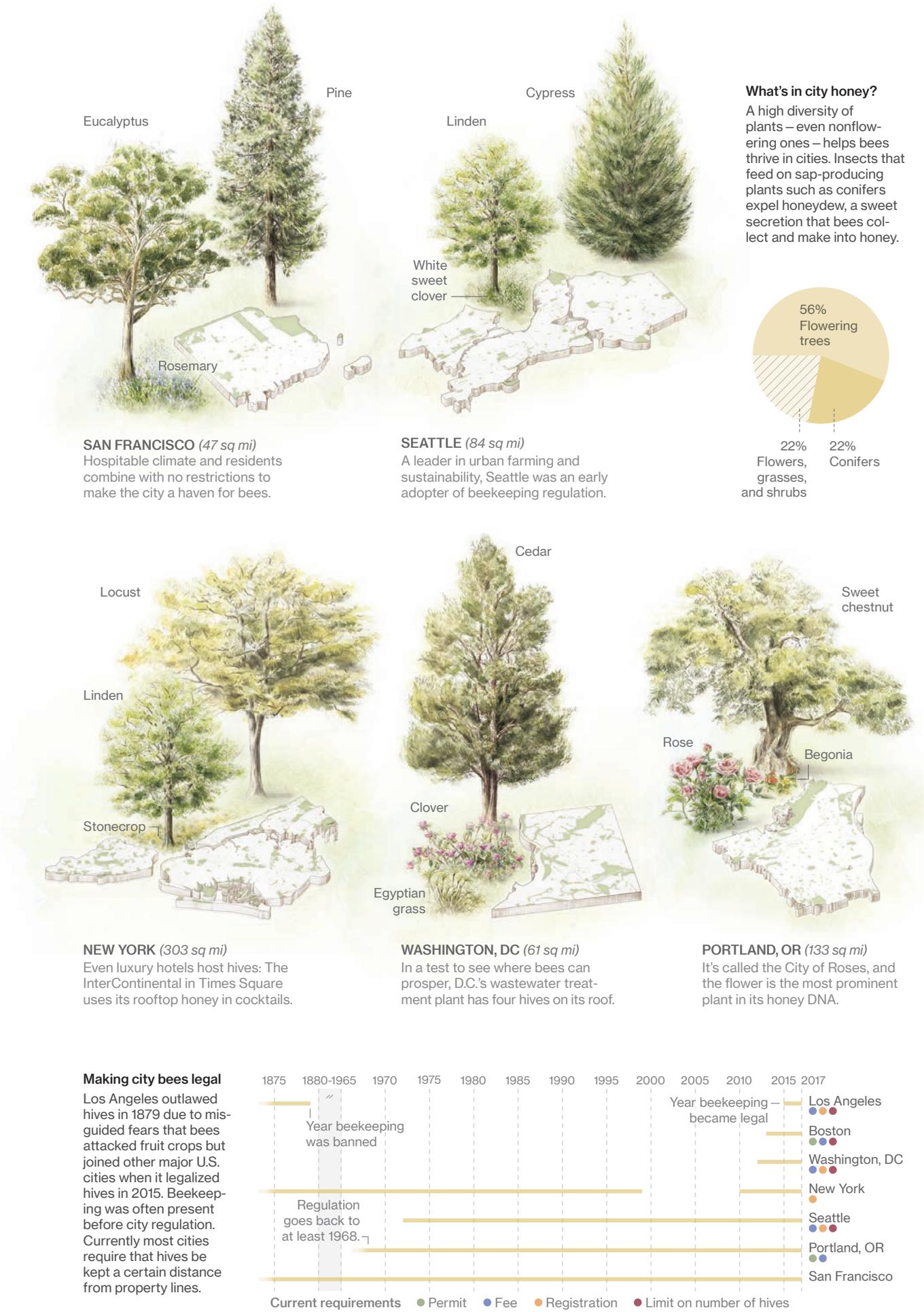
Like wine and beer, honey has an array of flavor notes that can be tricky to pinpoint. A honey's taste is influenced by the types of nectar and pollen bees collect. But until recently scientists couldn't say precisely what bees fed on or where.

Now, by sequencing the genetic material in honey, scientists can tell which plants are in the sweet stuff. Noah Wilson-Rich, founder of the Best Bees Company, an urban beekeeping service,

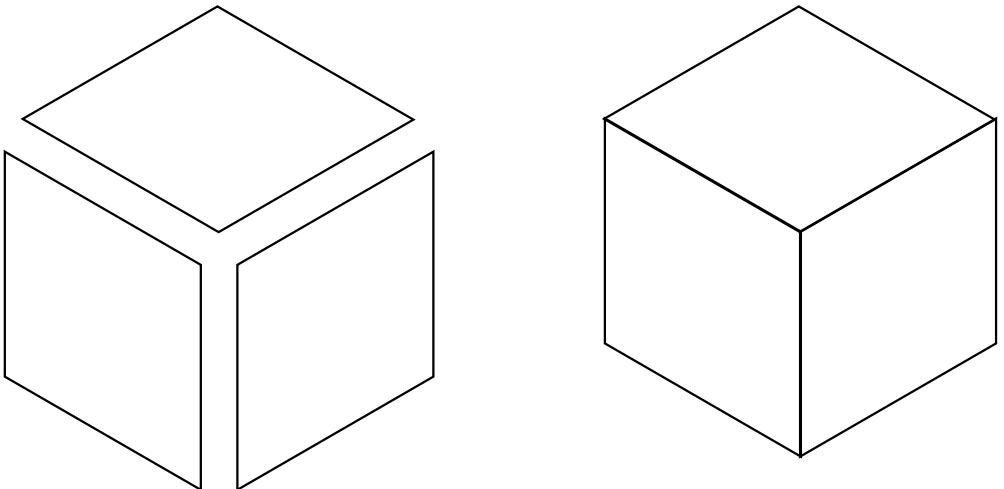
heads a study profiling the DNA of honey from major U.S. cities.

Samples are taken from hives in city centers. DNA tests reveal how many plant species honeybees visit within the foraging range of three to five miles, showing what plants they prefer. Wilson-Rich says higher plant diversity in urban areas could be one reason that city hives are healthier and more productive than many rural ones.

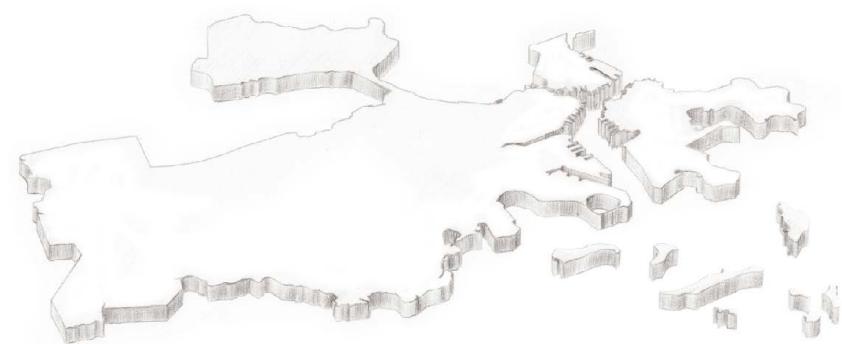
*RESULTS BASED ON PRELIMINARY DATA. PLANTS NOT DRAWN TO SCALE
†CITIES NOT DRAWN TO SCALE



Visualize maps in 3D perspective.



Create line work in illustrator
and then trace over it by hand.



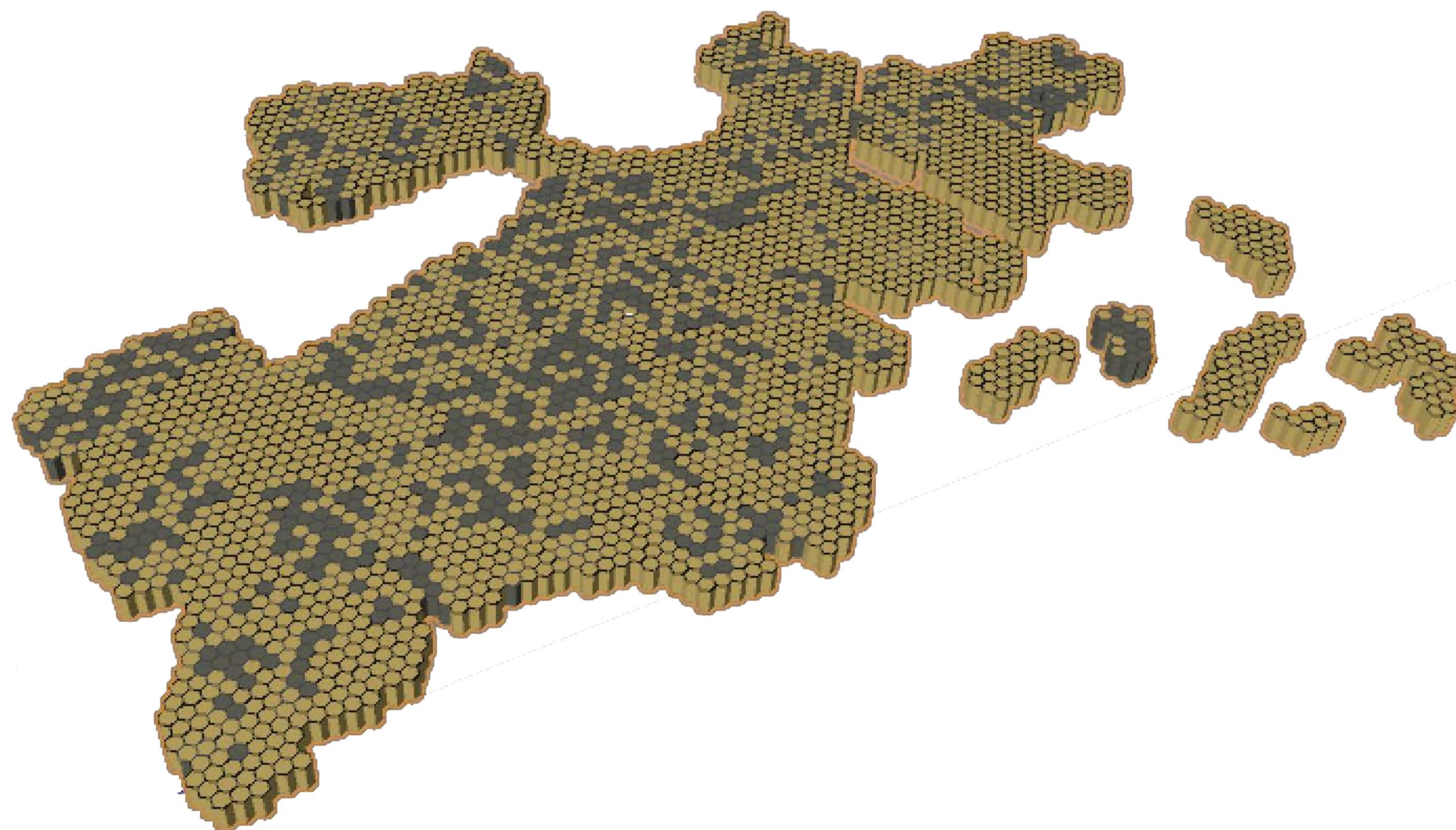
Use a consistent watercolor style.



Original ideas



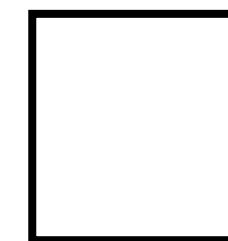
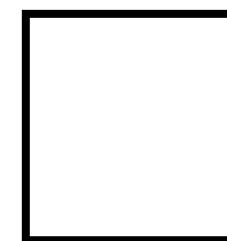
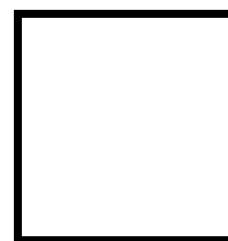
Other ideas



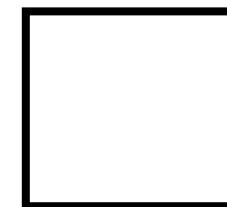
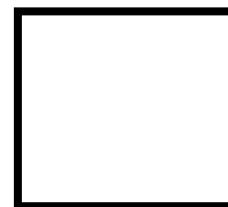
Isometric perspective

Left Top Right

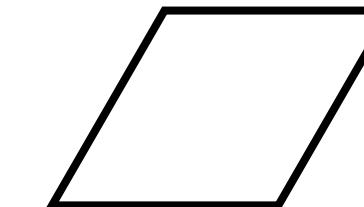
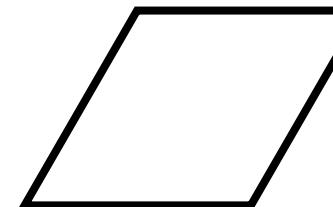
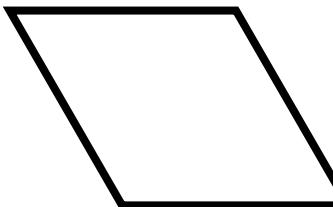
Cube



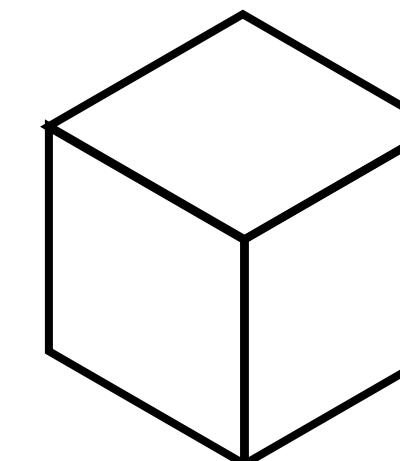
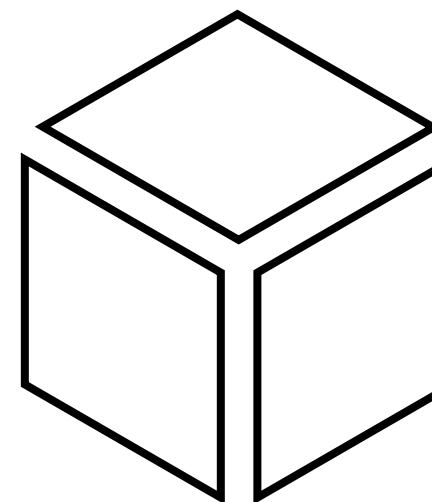
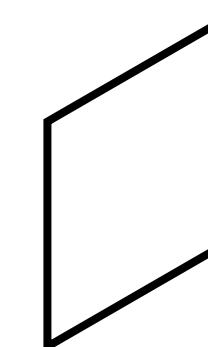
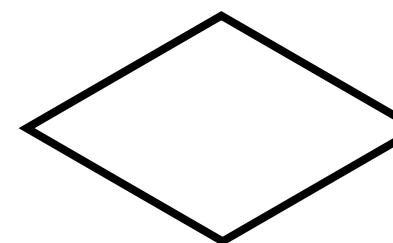
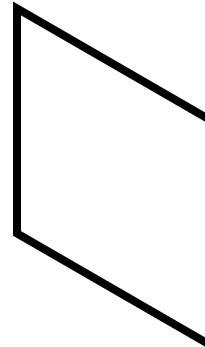
Scale
Vertically



Shear



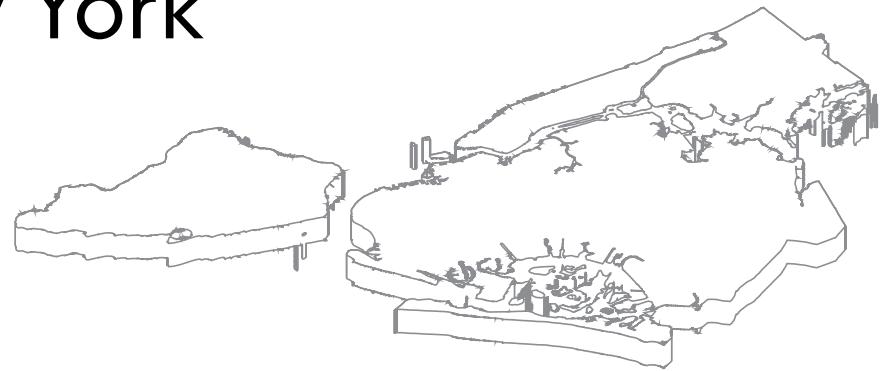
Rotate



Boston



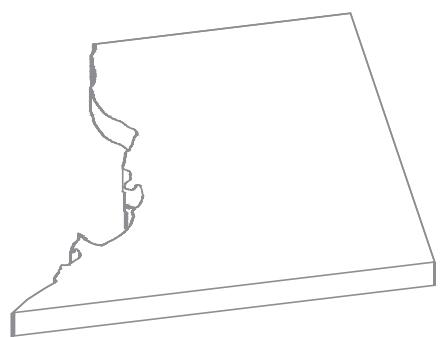
New York



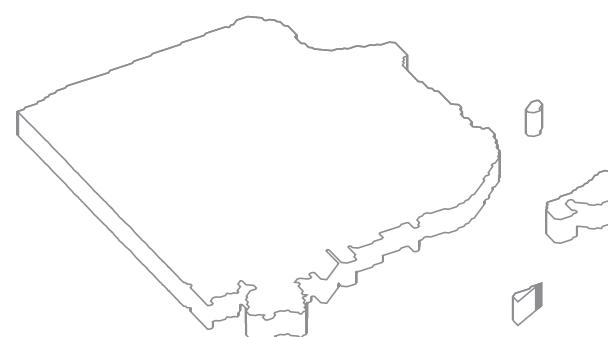
Seattle



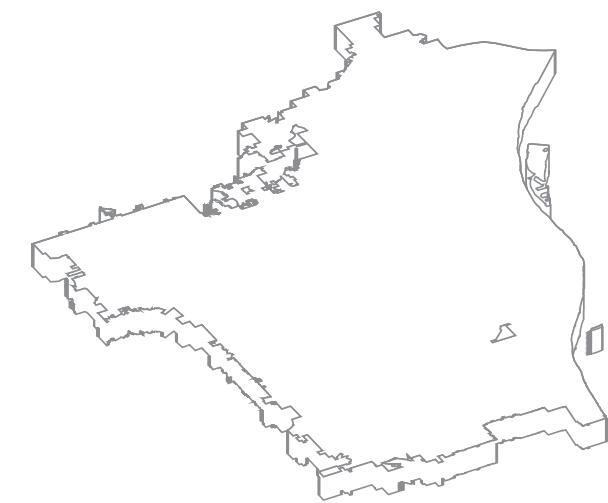
DC



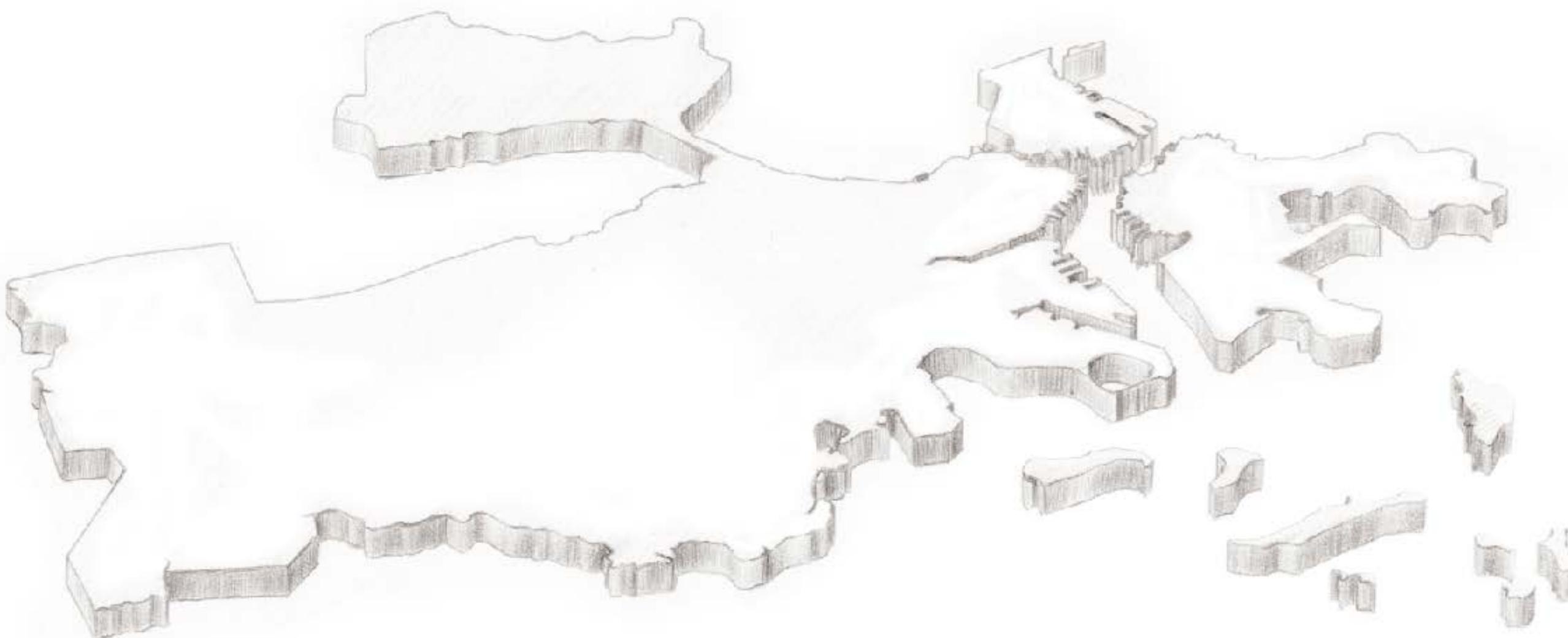
San
Francisco



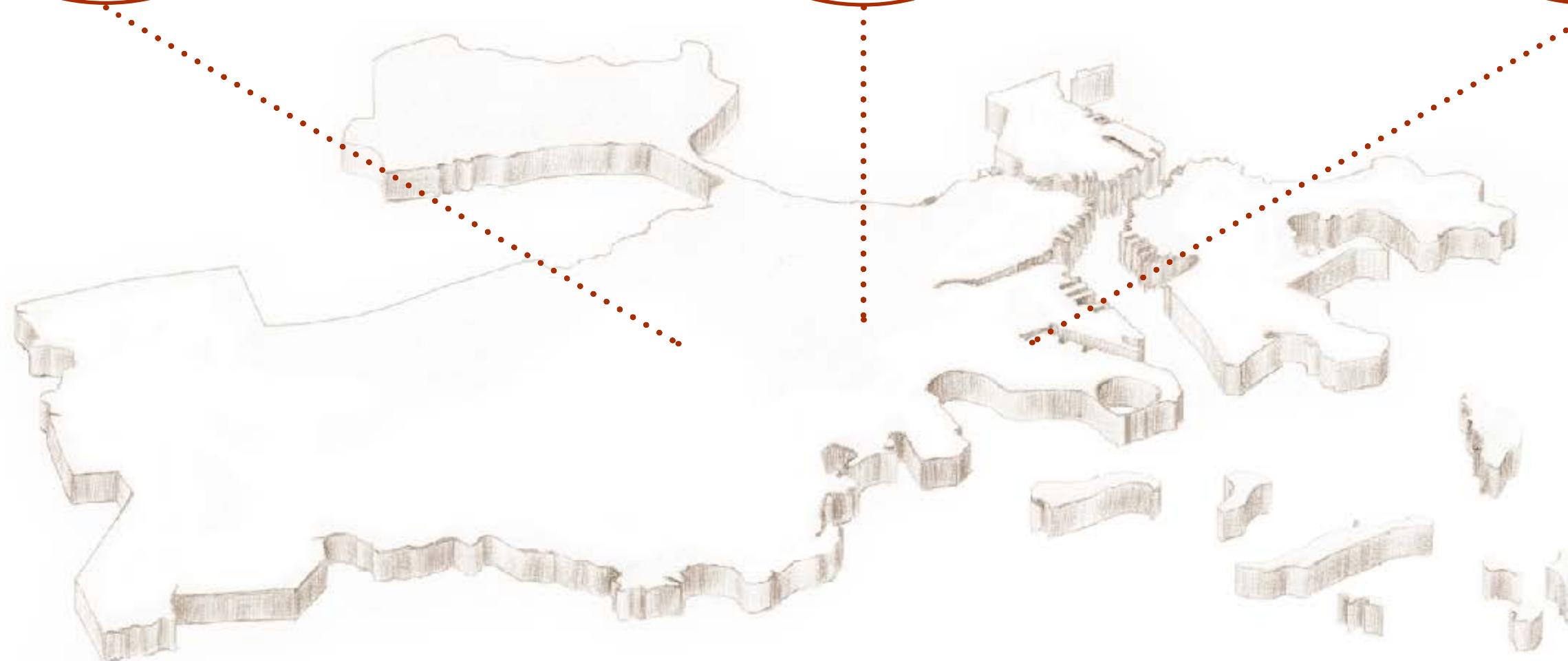
Portland



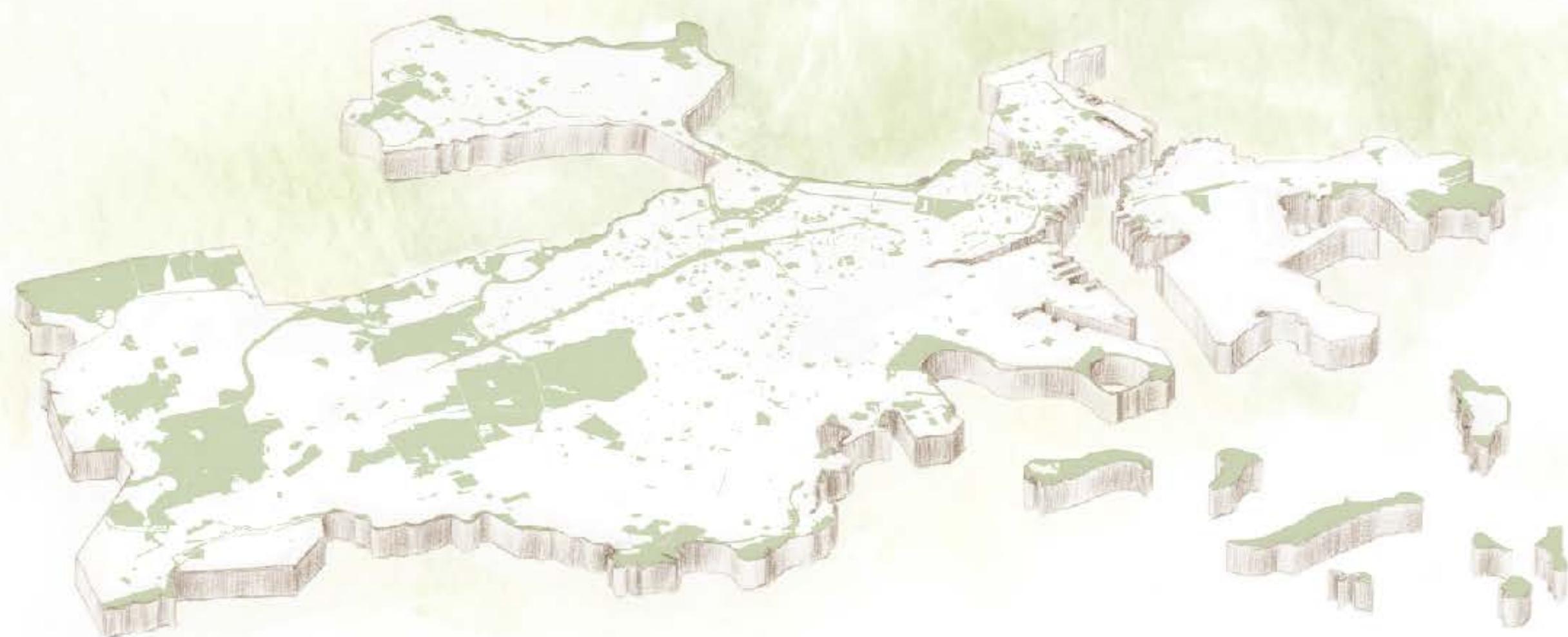
Vector lines to art



Create a consistent watercolor style



Match to the art treatment



Boston



San Francisco



Seattle



Portland



New York



District of Columbia



THANK YOU!

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@ClareMTainor

Riley Champine

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