

make it interesting!

“the greatest value of a picture is when it forces us to notice what we never expected to see” or less poetically,

just when the maps make the point, expected or unexpected maps must tell a story in a convincing (and rigorous) way refs: Tufte (multiple)

<http://www.edwardtufte.com/tufte/Kosslyn> “Clear and to The Point” <http://www.amazon.com/>

Clear-Point-Psychological-Principles-Presentations/dp/0195320697