

South Carolina Brick Map

I chose South Carolina as the region of interest in my Brick Map study. South Carolina has many brick manufacturers and each one was projected onto a basic geographic map of the region with basic political and geographic boundaries. On top of this a highway layer for the state was added from ArcGIS to help visualize the data along the state's major commerce routes.

For this map, I used a NAD 83 and the GCS to project the map of the Brick data. In the map, each data point references the location of a Brick Manufacturer in South Carolina. I thought it valuable to individually label Brick Producers and names so that the reader would have the easiest time locating geographically the most advantageous manufacturer when consulting the map. Simply including a legend would require unique symbology and added confusion of matching each manufacturer with its corresponding space. Due to this issue, I concluded individual and unique labeling in a color that stood out was the best way to convey the information I was attempting to convey.

For the Highway data, I chose not to simply use a streets basemap, but use a less in-depth basemap with a highway layer overlay. I did this because the streets basemap added too many labels and information. In a clear map we want minimal clutter, and therefore an intuitive highway layer with minimal labelling was superior in conveying that the data points projected upon the map is the data meant to be visualized, and therefore extraneous labels on insignificant streets only distracted from the intended purpose.

Finally, I added a neatline, scale bars and north arrows, which are important aspects in almost any map, especially of modern-day mapping. The reader must know how the map relates to the land they see. They must be able to locate points in reference to one another which this

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rectifies. My South Carolina Brick Map was created to visualize Brick Manufacturer locations in South Carolina and display their locations accurately on a map of the state which includes major highway data, and the stylistic choices made in the maps creation, in my opinion, most clearly reflect the intended purpose.

