

04. Elements of Cartographic Design (Part I)

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From Lectures 1 & 2

Steps in Thematic Map Design

- Consider what the real-world distribution of the **phenomenon** might look like
- Determine the purpose of the map and the intended audience
- Collect appropriate **data**
- [Design and construct the map \(symbolology\)](#)
- Determine whether users find the map useful and informative

Learning Objectives

- To understand the common map elements and their Dos and Don'ts (Part I)
- To know how to achieve visual hierarchy through the arrangement of map elements (Part II)

Elements of Cartographic Design

Map elements to consider • The arrangement of map elements

Previous survey result

Legend (28/34; 82%) | **Scale** (22/34; 64%) | **Title** (9/34; 26%) 

Keywords for map elements

Map Elements to consider?

- Title (and subtitle)
- Legend
- Mapped area
- Frame line and neat line
- Data source / credits
- Scale
- Orientation
- Inset

Title and Subtitle



- Dos:
 - .blue[Concise]
description of the
map's theme
- Don'ts:
 - Wordy
 - Abbreviation

Title and Subtitle



- Dos:
 - Concise description of the map's theme
- Don'ts:
 - Wordy
 - Abbreviation
- Other considerations:
 - Location
 - Relative size