

# CONTENTS

About the Authors xi

Preface xiii

## PART I THEMATIC MAPPING ESSENTIALS 1

### 1 INTRODUCTION TO THEMATIC MAPPING 2

The Realm of Maps 3

*The Map Defined* 3

*What Is Cartography?* 4

*Geographic Cartography* 5

Atlas Mapping 5

*Kinds of Maps* 6

General Purpose Maps 6

Thematic Maps 7

*Map Scale* 11

*Modern Views of Map Communication* 13

Map Communication and Visualization 13

The Importance of Meaning 15

*Cartography and Geographic Information Systems* 16

Artistic Drawing Programs 16

Cartographic Abstraction and Generalization 16

*Selection* 17

*Classification* 17

*Simplification* 17

*Symbolization* 17

The Art in Cartography 18

Thematic Map Design 18

*What Is Map Design?* 19

*Ethics in Cartography* 19

### 2 BASIC GEODESY, COORDINATE SYSTEMS, AND SCALE 23

Basic Geodesy 23

*The Size and Shape of the Earth* 24

*Datums* 26

Coordinate Geometry for the Cartographer 26

*Plane Coordinate Geometry* 27

*The Geographic Grid* 28

Latitude Determination 28

Longitude Determination 29

The Complete Geographic Grid 30

Principal Geometric Relationships of the Earth's Geographic Grid 30

Scale Revisited 33

*Scale and Line Generalization* 34

### 3 MAP PROJECTIONS 37

The Map Projection Process 38

*Developable Surfaces* 38

Projection Parameters 39

*Projection Families* 40

Azimuthal Family 40

Cylindrical Family 41

Conic Family 44

Mathematical Family 44

*Map Projection Properties* 44

Equal Area Mapping 44

Conformal Mapping 45

Equidistance Mapping 46

Azimuthal Mapping (Direction) 46

Minimum Error Projections 47

*Determining Deformation and its Distribution Over the Projection* 47

Standard Lines and Points, Scale Factor 48

Employment of Map Projections 49

*Essential Questions* 50

*World Projections* 50

Mathematical, Equivalent Projections 50

## vi CONTENTS

Minimum Error Projections	51
Cylindrical Projections	52
<i>Projections for Mapping Continents</i>	53
<i>Mapping Multiple Size Countries at Mid-Latitudes</i>	55
<i>Mapping at Low Latitudes</i>	55
<i>Projected Coordinate Systems</i>	56
State Plane Coordinate (SPC) System	56
Universal Transverse Mercator (UTM) System	56
<i>Adjustments in Projection Parameters</i>	60

#### 4 THE NATURE OF GEOGRAPHIC DATA AND THE SELECTION OF THEMATIC MAP SYMBOLS 63

The Nature of Data	64
<i>Data Characteristics</i>	65
Location	65
Form	66
Time	67
<i>Data Transformations</i>	68
Scale	68
Form	68
Boundary Changes	68
Data Measurement	69
<i>Nominal</i>	69
<i>Ordinal</i>	69
<i>Interval</i>	69
<i>Ratio</i>	70
Data: Thematic Map Relationships	70
<i>Map Symbols</i>	70
<i>Visual Variables</i>	71
Size	71
Shape	71
Orientation	73
Texture	73
Saturation and Value	74
Cartographic Error	74
<i>Source Error</i>	74

<i>Processing Error</i>	75
<i>Cartographic Design Error</i>	75
Data Sources	76
<i>Data (GIS) Clearinghouses</i>	76
<i>Federal Governmental Agencies</i>	76
U.S. Census Bureau	76
U.S. Geological Survey	76
<i>Federal Information Processing Standards (FIPS)</i>	76
Potential Problems	77

#### 5 DESCRIPTIVE STATISTICS AND DATA CLASSIFICATION 80

Overview of A Data Set	81
<i>Ratio, Proportion, Percent, and Rate</i>	81
<i>Descriptive Statistics</i>	82
Skewness	84
Kurtosis	85
Data Classification	85
<i>Selection of the Number of Classes</i>	85
Nothing Is Sacred	86
Values of Zero or No Data	86
Impact of the Number of Classes	86
<i>Data Classification Schemes</i>	86
Natural Breaks	87
Nested Means	89
Mean and Standard Deviation	90
Equal Interval	90
Equal Frequency	91
Arithmetic and Geometric Intervals	91
User Defined	92
<i>Assessment Indices</i>	92
<i>Things to Watch Out For</i>	93
Outliers and Data Truncation	93
Zero-Observation Classes	94
Summary and Comparison of Major Classification Methods	94

### PART II TECHNIQUES OF QUANTITATIVE THEMATIC MAPPING 101

#### 6 MAPPING ENUMERATION AND OTHER AREALLY AGGREGATED DATA: THE CHOROPLETH MAP 102

Selecting The Choropleth Technique	102
<i>Mapping Rationale</i>	102
<i>Appropriateness of Data</i>	104
<i>When to Use the Choropleth Map</i>	105
<i>Preliminary Considerations in Choropleth Mapping</i>	105
Geographic Phenomena	105
Map Scale	105
Number and Kinds of Enumeration Units	106
Data Processing	106

Data Classification Revisited	106
<i>Classification Methods Compared</i>	108
<i>Data Truncation and Outliers</i>	109
<i>Different Maps from the Same Data</i>	109
<i>Unclassed Choropleth Maps</i>	109
Legend Design, Areal Symbolization, And Base Map Design	111
<i>Sources of Map-Reading Error and the Need for Accurate Design Response</i>	111
<i>Legend Design</i>	111
Box Shape, Size, Orientation, and Range Placement	111
Continuous and Noncontinuous Class Ranges	112

Class Range Formatting, Legend Titles, and Other Legend Information	112
Map Sequences and Animated Maps Considerations	113
<i>Symbolization for Choropleth Maps</i>	113
Black and White Mapping	113
Color Map Symbolization	114
Bipolar and Bivariate Symbolization	115
<i>Adding Other Reference Features to the Map</i>	115
Dasymetric Mapping	116

## 7 THE DOT DENSITY MAP 119

Mapping Technique	119
<i>Advantages and Disadvantages of Dot Density Mapping</i>	120
<i>Data Suitability</i>	121
The Mapping Activity	122
Size of Enumeration Unit	124
Dot Value and Size	125
Dot Placement	126
Legend Design	127
Other Dot Map Design Issues	128
Visual Impressions of Dot Maps: Questions of Numerousness And Density	129

## 8 FROM POINT TO POINT: THE PROPORTIONAL SYMBOL MAP 131

Conceptual Basis For Proportional Point Symbol Mapping	131
<i>When to Select this Method—Data Suitability</i>	131
<i>A Brief History of Proportional Point Symbols</i>	133
<i>A Variety of Symbol Choices</i>	133
Two-Dimensional Geometric Symbols	133
Three-Dimensional Geometric Symbols	134
Pictorial Symbols	135
Proportional Symbol Scaling	136
<i>Absolute and Apparent Magnitude Scaling: Psychophysical Examination of Quantitative Thematic Map Symbols</i>	137
Absolute Scaling with Circles	137
Apparent Magnitude Scaling with Circles	139
The Square Symbol	141
Absolute and Apparent Magnitude Scaling Design Implications	141
<i>Range Grading</i>	142
Proportional Midpoint Range Grading	143
Proportional Symbol Legend Design	144
Graphic Design Considerations For Proportional Point Symbol Maps	145
<i>Graphic Treatment of Proportional Symbols</i>	145
Overlapping Symbols	146
Labeling Symbols	147

<i>Bivariate and Multivariate Proportional Symbols</i>	147
Overloaded Proportional Point Symbols	147
Proportional Symbols and Choropleth Maps	148

## 9 MAPPING GEOGRAPHIC SURFACES: ISARITHMIC AND THREE-DIMENSIONAL MAPS 150

The Nature of Isarithmic and Three-Dimensional Mapping	150
Fundamental Concepts	150
<i>Isarithmic Categories and Terminology</i>	151
<i>The Basis of Isarithmic Construction</i>	152
<i>A Brief History of Isarithmic Mapping</i>	154
<i>When to Select the Isarithmic Method</i>	155
Isarithmic Practices	155
<i>Elements of Isarithmic Mapping</i>	155
Concepts in Isarithmic Placement	155
Locating Data Points	155
Concept of Interpolation	156
<i>Automated Isarithmic Mapping</i>	157
Gridding Methods of Interpolation	158
Evaluating Grid Error	159
The Selection of Isarithmic Intervals	160
<i>Other Presentations of Continuous Surfaces</i>	162
Shaded Relief Maps	162
Wireframe and Surface Maps	162
Communicating Using Multiple Map Displays	163
Design Aspects For Isarithmic and Continuous Surface Maps	164
<i>Isolines and Figure-Ground Relationship</i>	164
<i>Isoline Labels</i>	164
<i>Legend Design</i>	165
<i>Other Useful Elements</i>	166

## 10 THE CARTOGRAM: VALUE-BY-AREA MAPPING 168

The Value-By-Area Cartogram Defined	168
<i>Brief History of the Method</i>	170
<i>Two Basic Forms Emerge</i>	171
Contiguous Cartograms	171
Noncontiguous Cartograms	172
<i>Mapping Requirements</i>	173
Data Limitations	176
Communicating With Cartograms	176
<i>Recognizing Shapes</i>	176
<i>Estimating Areas</i>	177
<i>A Communication Model</i>	177
Advantages and Disadvantages	178
<i>Design Strategies Recap—Legends, Inset Maps, and Labeling</i>	179
<i>Bivariate Cartograms</i>	180

## viii CONTENTS

Cartogram Construction	181	Historical Highlights of The Method	191
<i>Manual Methods</i>	181	<i>Early Flow Maps</i>	191
<i>Automated Solutions</i>	182	<i>Flow Maps in Economic Geography</i>	191
<b>11 DYNAMIC REPRESENTATION: THE DESIGN OF FLOW MAPS</b>	<b>188</b>	<b>Designing Flow Maps</b>	<b>192</b>
The Purpose of Flow Mapping	188	<i>Map Organization and Figure-Ground</i>	193
<i>Quantitative Flow Maps</i>	189	Projection Selection	193
Data Suitability	189	Essential Design Strategies	194
Directed and Undirected Flows	189	<i>Line Scaling and Symbolization</i>	194
The Relevance of Flow Routes	190	Treatment of Symbols	196
		<i>Legend Design</i>	196
		<i>Innovative Solutions</i>	197
		<b>Summary of Mapping Techniques</b>	<b>199</b>
<hr/>			
<b>PART III DESIGNING THEMATIC MAPS</b>	<b>203</b>		
<b>12 THE MAP DESIGN PROCESS AND THE ELEMENTS OF MAP COMPOSITION</b>	<b>204</b>	<i>Strong Edges and Figure Development</i>	220
The Design Process	204	<i>The Interposition Phenomenon</i>	221
<i>Design Evaluation</i>	205	<i>Figures and Grounds in the Map Frame</i>	221
<i>Creativity and Visualization</i>	205	<b>The Special Case of the Land-Water Contrast</b>	<b>222</b>
Graphic Ideation	206	<i>Vignetting for Land-Water Differentiation</i>	223
<i>Experimentation</i>	206	<b>Designing the Page-Size Map</b>	<b>223</b>
<i>Map Aesthetics</i>	207		
The Map's Design Elements	207	<b>13 MAKING THE MAP READABLE: THE INTELLIGENT USE OF TYPE</b>	<b>226</b>
Design Levels on The Map	208	Functions of Map Lettering	226
Elements of Map Composition	209	The Elements of Type	227
<i>Purpose of Map Composition</i>	209	<i>Typeface Characteristics</i>	227
<i>Planar Organization of the Visual Elements</i>	209	Letterform Components	227
Balance	209	Typeface Style and Classification	228
Focus of Attention	212	The Personality of Type	230
Internal Organization	212	The Legibility of Type	231
<i>Contrast and Design</i>	213	<i>Cartographic Requirements</i>	232
Line Contrast	213	Type Font and Type Families	232
Texture Contrast	214	Type Size	233
Value Contrast	214	Type Form	234
Variation of Detail	214	Type Width	234
Color Contrast	214	Type Weight	234
<i>Vision Acuities</i>	215	Type Color	234
Visual Acuity	215	<i>Letter, Word, and Line Spacing</i>	235
Resolution Acuity	215	<b>Guidelines For Type Selection and Placement</b>	<b>236</b>
The Visual Hierarchy of Map Organization:		<i>The Use of Capital and Lowercase Letters</i>	237
Figure-Ground Relationship	215	<i>The Placement of Lettering</i>	237
<i>Visual Hierarchy Defined</i>	216	Point-Symbol Labeling	237
Customary Positions of Map Elements in the Hierarchy	216	Linear Feature Labeling	240
Achieving the Visual Hierarchy	217	Area Feature Labeling	241
<i>Fundamental Perceptual Organization of the Two-Dimensional Visual Field: Figure and Ground</i>	217	Placement and Design of Titles and Legends	241
Perceptual Grouping Principles	218	Scales and North Arrows	243
<i>Figure Formation and Closure</i>	219	Source and Author Information	243
		<b>Practical Example</b>	<b>244</b>

## 14 PRINCIPLES FOR COLOR THEMATIC MAPS 246

Light and the Color Spectrum 247

Color Perception 248

*The Human Eye* 248

*Physical Properties of Color* 248

Color Theories 250

*Additive Color Theory* 250

*Subtractive Color Theory* 250

The Desert Island Experiment 250

Components of Color 251

*Hue* 251

*Saturation* 252

*Value* 252

*Munsell Approach* 252

Color Models 253

*HSV* 253

*HSB/HSL* 254

*RGB* 254

*Cie Lab* 254

*CMYK* 255

*Grayscale* 256

Device Limitations 256

*Web Safe Colors* 257

Color Matching Systems 257

*Color Interaction* 257

Simultaneous Contrast 257

Successive Contrast 257

Color Constancy 258

Subjective Reactions to Color 258

*Color Preferences* 258

Colors in Combination 258

*Connotative Meaning and Color* 259

*Advancing and Retreating*

*Colors* 259

Color in Cartographic Design 259

*The Functions of Color in*

*Design* 259

*Design Strategies for the Use*

*of Color* 260

Developing Figure and Ground 260

The Use of Color Contrast 261

Developing Legibility 261

Color Conventions in Mapping 261

Color Harmony in Map Design 264

## PART IV MAP PRODUCTION TECHNIQUES 267

### 15 PRINTING FUNDAMENTALS AND PREPRESS OPERATIONS FOR THE CARTOGRAPHER 268

Cartography and Digital Printing 269

*Getting Started* 269

*Color Model* 269

Desktop Printing 269

*Laser Printers* 269

*Inkjet Printers* 270

*Plotters* 270

*Dye-Sublimation Printers* 270

Commercial Printing Technology 270

*Brief History of Commercial Printing* 270

Relief—Letterpress 270

Intaglio—Engraving 271

Planar—Lithography 271

*Cartographic Design and the Printer* 272

Commercial Printing 272

*Prepress Map Editing* 272

*File Preparation* 273

*Service Bureau and Prepress Proofing* 273

The Map Production Process 273

*Modern Offset Lithography* 273

Step One: Design and Page Layout 274

Step Two: Printer's Precheck 275

Step Three: Color Separation and Plate  
Generation 275

Step Four: Digital Color Proof 276

Step Five: The Press Run 276

Step Six: Post-Press Operations 277

Digital Presses 278

*Digital Printing Presses* 278

*Digital Production Presses* 278

### 16 INTRODUCTION TO VIRTUAL AND WEB MAPPING 280

*Virtual and Web Mapping*

*Introduction* 280

Map Formats and Structures 282

*Raster Graphics* 282

Raster Concepts 283

Selected Raster Image Formats 284

Animated Raster Map Formats 286

*Vector Graphics* 286

Vector Concepts 286

Selected Vector Formats 287

Understanding the Medium 287

*Key Internet Concepts* 288

The World Wide Web 288

*The Graphics Display Monitor* 289

**x** CONTENTS

Design Implications for Thematic Mapping 291  
*Constraints of the Medium* 292  
 Limited Screen Real Estate and Resolution  
 Ramifications 292  
 Other Screen Resolution Issues 292

Display Monitor Variations Limit Predictability 292  
*Solutions and Opportunities* 293  
 Map Interactivity 293  
 Animation 293  
 Cybercartography 295

**PART V EFFECTIVE GRAPHING FOR CARTOGRAPHERS 299****17 EFFECTIVE GRAPHING FOR  
CARTOGRAPHERS 300**

Brief History Of Graphing 301  
 Organization Of This Chapter 302  
 Graph Data 303  
 Graphical Excellence 303  
 Principles Of Design Applied To Graphs 303  
*Elements of the Standard Graph* 303  
*Axis Types* 305  
 Arithmetic Scaling 305  
 Semi-logarithmic Scaling 307  
 Log-Log Scaling 307  
*Graph Planning and the Visual Hierarchy* 307  
 Graph Types 309  
*Graphs of Numbers and Frequency* 309  
 Histograms 309

Box-Whisker Graphs 311  
 Scatter Plots 311  
*Line and Bar Graphs* 313  
 Line Graphs 313  
 Bar Graphs 313  
*Three Axes Graphs* 315  
*Graphs Without Axes* 315  
 Pie Graphs 315  
 Clock Graph 316  
*Three-Dimensional Graphs* 317  
 Concluding Remarks 318

APPENDIX A 321

APPENDIX B 324

INDEX 329