

PRACTICAL GOALS

- (1) Begin to develop a style guide that you can use as a practical reference for making style choices for your maps.
- (2) Get familiar with Adobe environment and working with strokes, text, and color; work across Illustrator and InDesign.
- (3) Study good examples of maps and describe styles that seem to work on them.

DELIVERABLES

Please bring a hard-copy of your style guide to class on Tuesday to share. For the entries in your style guide, you should seek to illustrate good practices and describe them in words. Your goal is to make the guide helpful for yourself and possibly others.

ORGANIZATION

Start by thinking a little about how you want to organize your guide. Please read through this handout once from start to finish before you begin to watch the videos.

Below I describe your four main tasks and list a set of videos for each. Before and after you watch the videos, spend a little time studying the example maps and atlases that are available in lab. You can access the videos on the [CartatMid Youtube Channel](#).

TASK 1

Create guide content to help you style type on maps. This should include the following:

- (a) Some fonts that you like, their names, reasons why you like them, and potential applications;
- (b) Scale of type (the range from smallest to largest type on a map), taking care to label the sizes in points;
- (c) Letterspacing for different typeface (Regular, Caps, Italic, Bold), taking care to label the type size and the tracking in ems;
- (d) Leading for different typefaces, taking care to label the leading in points.

Videos

0101 Set up AI workspace: artboard, tools, panels

0102 Working with Type: point, area type, character panel, paragraph panel

0103 Working with grids, guides, and Align

TASK 2

Read Krygier's post, [Map Symbols: Thresholds of Perception](#)

Create a page that provides rules of thumb for perception of line symbol (including pecked lines) and differentiation of widths. Please note the distances, sizes, and weights that are most effective.

Videos

0104 Working with Pen and Stroke

TASK 3

Create 1-2 pages that provide guidance on mixing color with CMYK. Please begin by picking a palette from one of the atlases or maps that are available in lab. Show how you can mix CMYK to create those colors. Then discuss how you can alter the mixtures to affect the saturation and brightness of the colors. Please annotate the HSV and CMYK values that you use to specify each color. At least once, you should print out your color page and compare your colors to the maps that inspired them. Also compare the hard copy to the colors as they appear on your monitor. You may not get the print out to match the monitor perfectly, but you should get a good fit with the map (so adjust appropriately if you do not). Please give citation information (including page number) for the map you derived the palette from.

Videos

0105 Working with Color and Swatches

TASK 4

Compile your pages into a booklet and print it out. Bring the hardcopy of this document to class on Tuesday. Thank you.

Videos

0106 Creating a project with InDesign