

MAKING BEAUTIFUL MAPS

Washington GIS Conference
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MORNING

Infusing Character: Bringing Life to Our Digital Creations

Adam Wilbert, Owner: CartoGaia & Lynda.com author

Today's data dependent map production allows for impossibly precise line work, color fills, and typography. An all-vector workflow, while mechanically perfect, reads as the product of the cold, calculated language of the computer. In order to connect with our audience on an emotional and more human level, we'll need to bring a little soul back into the equation. We will start by looking for inspiration in the physical world of drawing and print making and find ways to bring back a level of imprecision and serendipity to our maps. We will then explore some simple techniques that will allow us to limit our color palette, apply appropriate textures, and retain the romantic connection to an artist's brush.

You don't need to be a Titan to create an Atlas

Josh Greenberg, PhD., GISP, Skagit County

The first Atlas was created by Abraham Ortelius in 1570 and since then a large variety of atlases have been created both for practical and aesthetics reasons. With the increasing use of GPS and digital navigation maps the need for road atlases have decreased but there are still situations where an atlas can come in handy. We will take a quick tour of some classic atlases and talk about key components often found in an atlas. Then we will explore how the Skagit County Atlas was created. We will cover some tips including the basics of Data Driven Pages so that you can create an atlas in ArcGIS and make good use of your time.

Stop Thinking Like A Cartographer

Ann Stark, GISP, City of Bellingham

Stop Thinking Like A Cartographer to advance your map skills! Look beyond the standard tips and tricks to design professionals for guidance on how to make your maps take the leap from ho-hum to awesome! In this talk you will learn the 4 design principles, see examples, and learn one trick you can do from now on to make your map pop!

Look and Feel: What does it mean? How do you create it?

Matt Stevenson, CORE GIS

How do you make Alaska, Florida, Lake Superior, and California 'look and feel' similar? What design elements and cartographic approaches can be used to make radically different places look as if they belong to the same series of maps and were produced by the same organization? I will discuss the thought process I used to take the Sierra Club's Resilient Habitats campaign from an idea to a series of finished maps, with a smattering of examples from other projects. Preview Matt's work at www.coregis.net.

Using Lidar in Cartographic Products

Daniel Coe, Cartographer

Oregon Department of Geology and Mineral Industries (DOGAMI)

The advent of LIDAR has provided new opportunities for highly accurate mapping of the earth's surface. Often, however, the analytical aspects of LIDAR overshadow its cartographic potential. I will discuss techniques for creating perspective-view and plan-view maps and geo-images using this high-resolution data. Examples from recently published LIDAR-based geologic and recreation maps will be displayed and methods for leveraging this technology to cartographer's advantage will be examined. Preview Dan's work at <http://www.dancoephoto.com/Geo-Designs>

Designing maps to engage stakeholders in conservation campaigns: tips, tricks and considerations

Jeremy Davies, The Pew Charitable Trusts- International Arctic Program

When designing maps, the intended message and target audience are key considerations. Pew's Arctic marine conservation campaign has unique cartographic needs due to the region's international scope, diverse stakeholders, relative obscurity, and broad range of issues. In this talk, I will discuss some of the lessons I have learned from making maps for Pew's Arctic program. Using campaign-based products, I will share some of the cartographic tools and methods I use to make maps that engage viewers and clearly convey our campaign goals. Various publication formats will be covered, including web-based maps, map applications, and print products.

Essential, easy-to-learn techniques for making a good map into a great map.

Chris Behee, GISP, City of Bellingham

This talk will demonstrate techniques in ArcMap and Adobe Photoshop that effectively reveal the "figure ground", providing emphasis and directing the focus of your design. It will also show how to fuse shaded relief and ortho-imagery into an enhanced composite image. Other topics covered will include the ArcMap to Adobe Illustrator workflow; optimizing PDF's for printing with Acrobat; understanding ArcMap's raster display settings; and tips for integrating maps with Word and Powerpoint.

Defective Defaults: Conscious Design For Cartography

Sam Matthews

Proper design is a conscious decision. It is not a default or built-in theme, it is an intentional choice made for a specific product; a specific map. Understanding why you are choosing to make an appealing product is just as important and knowing how to do it. Maps are made for any number of reasons – more reasons than there are defaults in GIS platforms – thus being cognizant about the look and feel of your map can do your data justice. Let's take a look at how designing from the beginning, instead of after the export from ArcGIS, can benefit your data and your map while sharing specific techniques in Illustrator and Arc that are simple but have profound effects on the impression a map can have.

Leveraging Masks: A World of Possibility Between 0 and 255.

Adam Wilbert, Owner: CartoGaia & Lynda.com author

Both Photoshop and Illustrator allow for complex layer interaction through masking, where simple grayscale values determine transparency at the pixel level. Using masks can facilitate local color adjustments and effects, as well as reveal entire groups of artwork in the document's layer stack. We'll look at using masking techniques for adjusting elevation tinting, selecting regions for specific processing effects, and using raster masks in Illustrator to transition elevation contours over glaciated regions to an alternate color scheme.

Making Your Maps and Geo-images Glow: Raster Magic with Adobe Photoshop.

Daniel Coe, Cartographer, DOGAMI

This talk will focus on adapting photo editing techniques to raster-based cartographic products. Both plan view and perspective view maps will be discussed, including the ArcGlobe to Adobe Photoshop workflow. Topics will include: depth of field techniques, vignetting, simple masking procedures, and using specific layer modes to blend multiple spatial layers into rich geo-images. You can preview some of Dan's work at <http://www.dancoephoto.com/Geo-Designs>

AFTERNOON