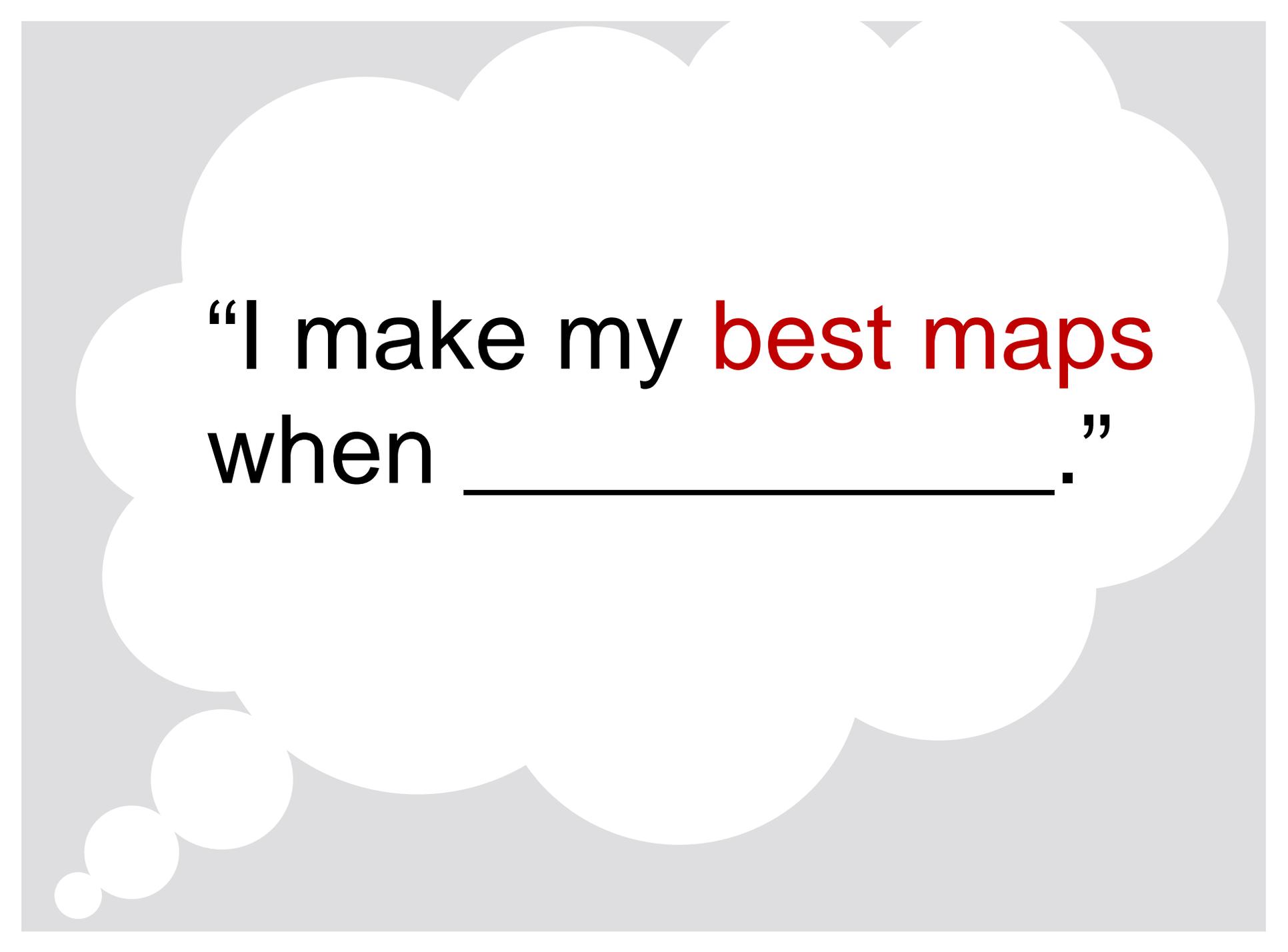


2013 Esri International User Conference

July 8–12, 2013 | San Diego, California

THE CARTOGRAPHER'S INTERVIEW PROCESS

**Vanessa
Bauman**
HDR Alaska



“I make my **best maps**
when _____.”

Time Data Inspiration

These are all **design constraints.**



“I make my best maps
when I **communicate.**”

“**Success** in map communication depends on how well the cartographic designer has been able to **interpret the requirements of the user.**”

-Guelke, *Cartographic Communication*

The Cartographer's Interview

Questions 1–10

THE CARTOGRAPHER'S INTERVIEW

“Hi Vanessa, how are you?”

“Good, and you? (Insert small talk).”

“Can you make me a map of __ (fill in blank) __?”

“Sure, Katherine. No problem. What's it for?”

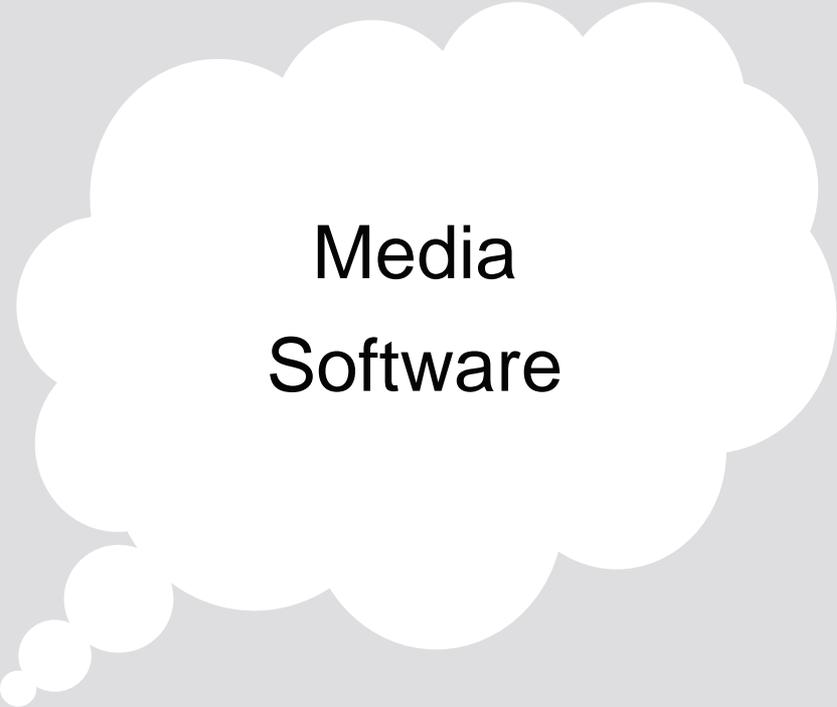


How will the map
be used?

1.

1. HOW WILL THE MAP BE USED?

- | Website
- | Technical report
- | Newsletter
- | Newspaper
- | Presentation
- | Mobile device
- | Poster...



Media
Software

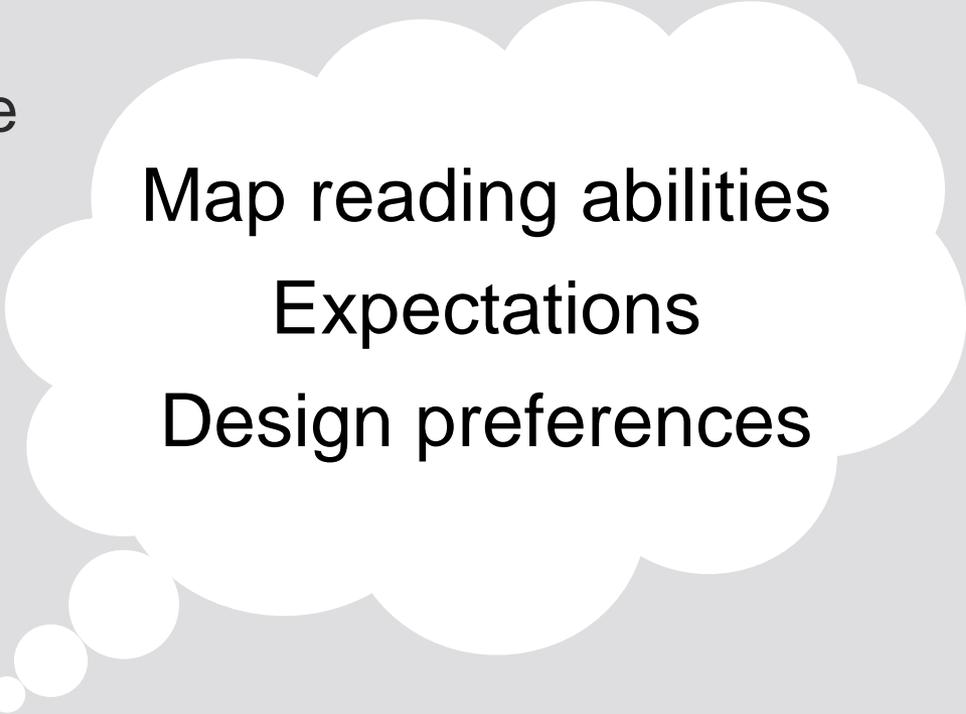
Who is it for?

2.

2. WHO IS IT FOR?

- | Who is the client?
- | Who is the map user?

- | Technical audience
- | General public



Map reading abilities
Expectations
Design preferences

What is the
subject?

3.

3. WHAT IS THE SUBJECT?

- | Project area
- | Choropleth
- | Density
- | Distribution
- | Constraints...

What data is available?

Is analysis required?

One map does not fit all!

What is the
message?

4.

4. WHAT IS THE MESSAGE?

- | Persuade
- | Inform
- | Navigate
- | Investigate
- | Illustrate complexity



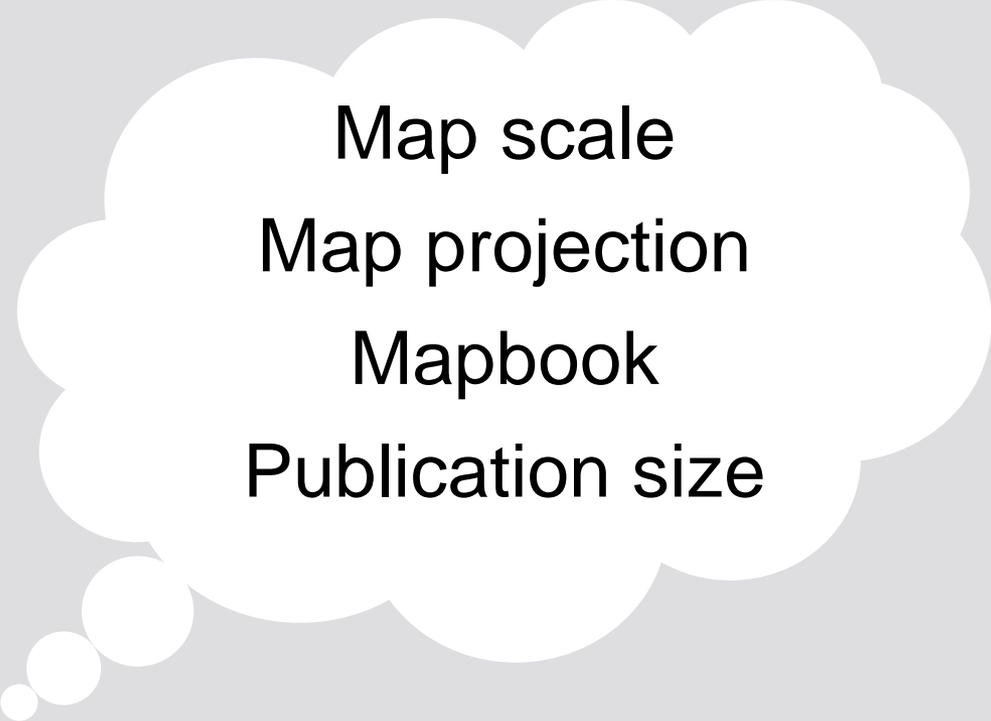
Big-picture design
How can I best guide the
client?

What is the
geographic
extent?

5.

5. WHAT IS THE GEOGRAPHIC EXTENT?

i Define the project area



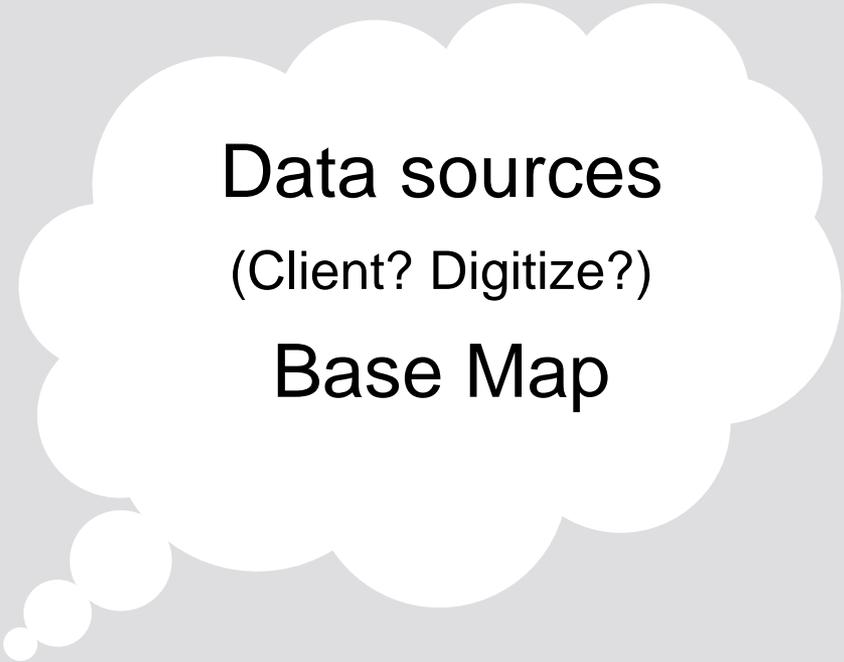
Map scale
Map projection
Mapbook
Publication size

What information
needs to be
included?

6.

6. WHAT INFO NEEDS TO BE INCLUDED?

- | Data sources
- | Topography
- | Aerial photography
- | Statistics/tables
- | Labels



Data sources
(Client? Digitize?)
Base Map

What level of
detail is required?

7.

7. WHAT LEVEL OF DETAIL IS REQUIRED?

! **Educate** the client that **the best maps are clear and concise.**



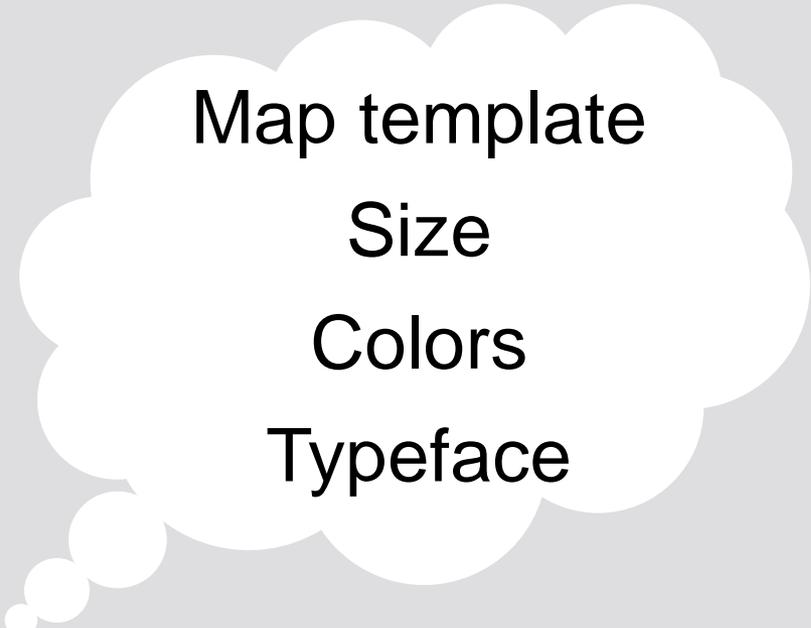
Map scale
Media
Additional maps

What are the
design
requirements?

8.

8. WHAT ARE THE DESIGN REQUIREMENTS?

- | Cartography is also an art.
- | Identify the client's preferences.



Map template

Size

Colors

Typeface

What is the
schedule?
Budget?

9.

9. WHAT IS THE SCHEDULE? BUDGET?

Time

Personnel availability

Data availability

Manage expectations

“I need it by 3:00 pm.”

“Could you plot it, too?”

Who is the team?

10.

10. WHO IS THE TEAM?

- ! Communicate!
- ! Obtain project information
- ! Share design info



Contact info
What has been done
so far?

THE CARTOGRAPHER'S INTERVIEW

1. How will the map be used?
2. Who is it for?
3. What is the subject?
4. What is the purpose?
5. What is the geographic extent?
6. What information needs to be included?
7. What level of detail is required?
8. What are the design requirements?
9. What is the schedule/budget?
10. Who is the team?

What if we fail?

CONCLUSIONS

“I make my best maps when I **communicate.**”

- i Manage client needs and expectations
- i Stay focused on map purpose
- i Offer greater expertise to the client
- i Increased efficiency

MANY THANKS!

Thank you for your time!

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