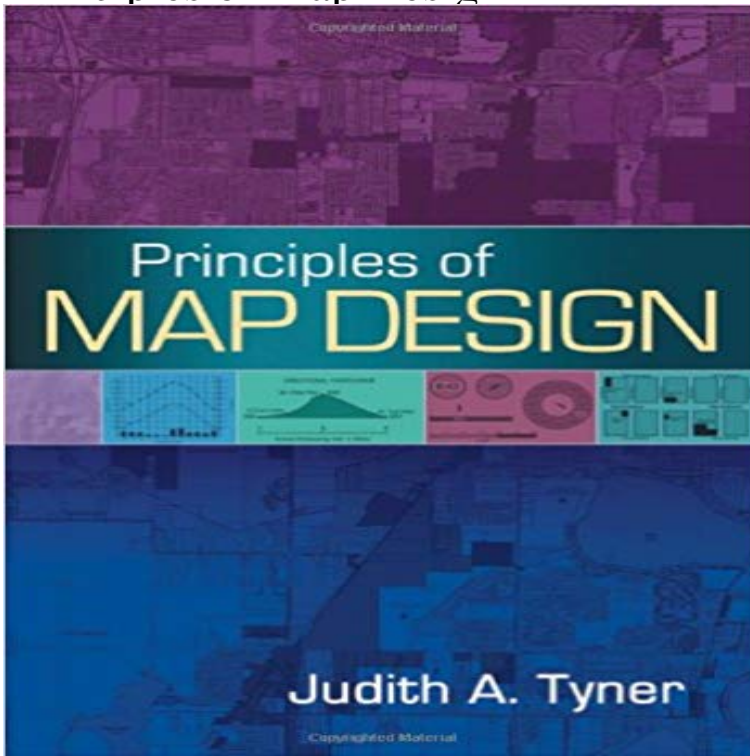


Principles of Map Design



This authoritative, reader-friendly introductory text presents core principles of good map design that apply regardless of production methods or technical approach. The book addresses the crucial questions that arise at each step of making a map: Who is the audience? What is the purpose of the map? Where and how will it be used? Students get the knowledge needed to make sound decisions about data, typography, color, projections, scale, symbols, and nontraditional mapping and advanced visualization techniques. The book's utility is enhanced by over 200 illustrations, including 23 color plates; suggested readings at the end of each chapter; a glossary; and recommended Web resources. All of the figures are also available at the companion website as PowerPoint slides.

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