

Professor William Cartwright

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Cartography 3

Semester 1, 2007

MAPPING EXERCISE

Introduction

Parts of the formal components of this subject are three one-day Field Trips conducted on March 16, March 23 and March 30. The Field Trips will run from 8.30 am to 6.30 pm and all data to be used for map compilation and design will be collected during those times. There will be no other occasion to complete this task.

The design and production of mapping products forms a major part of this subject. To enable theory to be linked to practice the tutorials and associated field trips are used to provide a medium for data collection, map compilation, design and production specification. You will need to attend all tutorials and the field trips to complete these components.

To complete these tasks a number of connected exercises need to be undertaken. This document describes these procedures.

Procedure

During the tutorial in **week 1** the Field Trip will be outlined and the type of activities to be conducted will be described. The folio and its contents will also be outlined and submission expectations previewed using a previous folio.

You have the choice of map themes to collect data for and design. Some example topics are:

An overview map of the tourist and sporting features of the Torquay – Anglesea townships and the surrounding area.

- General tourism
- Surfing
- Golf
- Scenic drives
- etc.

Note: each of the maps needs to have information collected at various scales to facilitate the later production of interactive map products. As well as 'standard' data collection activities (using survey methods that are applicable to the final portrayal scales) you will also need to photograph required imagery, take video, complete sketches and write text to be incorporated into the interactive maps.

In the tutorial in **week 1** the map topics will be discussed and the exact locations of each of the map themes will be shown. In this session you will need to decide upon which theme you will follow.

Once this has been done you will then need to compile base maps (on tracing paper) that will be used in the field to compile data collected during the field trip. The compilation should be made at 1.5 or 2x the final publication scale. This will be completed in the tutorials in **weeks 2 and 3**.

The compilation base map **MUST** be completed and available for approval **BEFORE** the field trip begins.

In the tutorial in **week 5** you will be required to produce three 'specification' items that will be used to 'control' the actual design and potential use of the map. These items are:

A Design Brief. This specifies exactly what the map will be used for and its content. The actual 'look' of the map will be determined at a later stage, but the Brief describes its intended use and what it should contain. Also, usability controls and 'in-situ' usage requirements also need to be described. The design brief is really the first formal map design task.

A User Profile Specification. Maps have users and the User Profile Specification spells-out exactly the type of user that you expect for this map. The initial User profile Specification must be produced before the field trip.

Map Information Content Specification. This is really a 'check list' of what you will need to collect during the field trip. In order to facilitate data collection in a systematic manner, the data should be ordered in a hierarchy that illustrates the relative importance of each piece of information. In other words, list the type of information from the most important information to the least important. This Hierarchical list will also be used during the design phase, where the 'data importance' hierarchy will be used as a guide for developing symbology that mirrors the relative importance of map depicted information in relation to its potential use for specified map users.

The field days are the only opportunity to collect the information that you will use throughout the remainder of the design process. The Field Trips will take place in the towns and around the region. Information will be recorded in field books in the field and then later transferred to compilation sheets (that will not be taken into the field, but updated nightly with information collected during the day. You will have access to a collection of maps, air photographs, books etc., but your main task is to collect your OWN data for map compilation. Considering that the maps will be designed and produced for both paper production and interactive screen use the data must be both complete and comprehensive. Maps for the design themes 'mop-up' much information and graphic/photographic/textural components, so you will need to consider the volume of information required before going into the field, and structure collection techniques accordingly.

Note: As a number of students will be collecting data in the same area for similar map products (but to individual designs), they will form field groups to assist each other with data collection. During the data collection exercises each student will undertake a different 'task' each day. This will ensure that you return from the field trip with extensive knowledge about how field collection activities must operate.

All items must be properly documented and the location of any auxiliary items like photographs recorded in the field book initially and later on the compilation sheet. NEATNESS is the key word and any field-collected items must be legible, systematically recorded and contain relevant information about the field party (members, recorder etc), the location of the activities, weather details and any other pertinent data.

You MUST complete the compilation before the 4 field trip, as there will be no time allocated in the tutorials to do this task. The compilation will comprise any information from other sources that you collected before and after the field trip plus the information collected during the field trips. The compilation sheet MUST contain information relating to the items from which it was compiled and any field collection information. Standard map elements – scale, grid, coordinates, north point, legend, location map, etc. are considered to be mandatory and any compilation sheet lacking these details will be deemed to be sub-standard and therefore not acceptable for submission.

The tutorials in **weeks 5 and 6** will be DESIGN WORKSHOPS and you will develop a mock-up, individual symbology for your maps – designed from 'scratch' and appropriate for your particular map(s) and its intended use and user (ALL SYMBOLS FOR THE MAPS MUST BE YOUR DESIGN, IT IS NOT OK TO USE CLIPART OR WHATEVER IN YOUR WORK) - specifications for type and colour, and specifications for the map(s) to be reproduced on paper or viewed as Web-delivered maps.

Map production specifications will be refined in the workshop in week 7.

Map production should take place in parallel with design and specification development. In weeks 8 – 10 the tutor's task will be to assist you to take these specifications and realise the actual drawings and print/screen files.

As all of this work cannot be completed in the time allocated for the tutorial it is expected that these items be completed to a professional standard in the 'non-contact' hours allocated to this subject.

In the tutorial in **week 11** you will prepare an Evaluation Proforma. This will be used in a later tutorial to evaluate your design MOCK-UP. In this session the format of the folio and accompanying project report will be specified.

Each map will be evaluated in **week 12**. You will need to provide 4 copies of your evaluation proformas. The evaluation of map designs will be a collaborative class exercise and other class members (you will need to get 4 other class members to evaluate your map) will provide feedback on your initial map design. Using the feedback you should amend your final maps according to recommendations made and agreed to. The amended map design needs to be ready for folio and product submission in week 13.

In the final tutorial in **week 13** you must submit the final paper and digital map products, the completed folio and a poster for display in the tutorial for assessment.

The final activity in **week 13** will be a comprehensive map display, where individual students will briefly talk through their product, from idea to realisation.

Submission:

Due dates for all elements are provided in the handout for this course. These are fixed and non-negotiable.

- Map topic and product configuration report due for hand-in at beginning of Mapping Studio week 2.
- Data specifications due for hand-in at beginning of Mapping Studio week 2.
- Compilation materials available for review and use at beginning of Mapping Studio week 3.
- Compiled base map available for use at beginning of field day week 3.
- Base map with field data included available for use at beginning of Mapping Studio week 4.
- Written design brief due for hand-in at beginning of Mapping Studio week 5.
- Written user profile specification due for hand-in at beginning of Mapping Studio week 5.
- Written design brief due for hand-in at beginning of Mapping Studio week 5.
- Completed design mockup due for hand-in at beginning of Mapping Studio week 6.
- Written screen and Web considerations profile due for hand-in at beginning of Mapping Studio week 7.
- Written mapping specifications due for hand-in at beginning of Mapping Studio week 8.
- Completed print and Web maps due for hand-in and marking at beginning of Mapping Studio week 11.
- Amended print and Web maps due for hand-in and marking at beginning of Mapping Studio week 12.
- Written evaluation proformas due for hand-in at beginning of Mapping Studio week 12. The proforma will be used in the session for map evaluation.
- Mapping Folio due for hand-in at beginning of Mapping Studio week 13.
- Design poster due for mounting on display board at beginning of Mapping Studio week 13.

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PRELIMINARY

Map Production

TASK	COMMENTS
IDEA	Cartographer - to make money Customer - need
CONSULTATION	Cost, time, restraints, interchange of ideas
RESEARCH	Standards, data sources, methodologies, costing, staff / equipment appraisal
ROUGHES	Many, developing ideas for a map
CONSULTATION / FINAL DESIGN	Approval by customer <u>or</u> decision that map product would be marketable
DATA GATHERING	Survey, compilation
MOCK-UP	Using existing geographical framework, large scale (ie scale is greater than final printed map)
GENERALISATION	Generalisation dictated by scale and design guidelines
WORKSHEET	At scale, one per colour (∴ transparency), at <u>production scale</u>
FIELD CHECK	Under normal conditions of usage
ARTWORK	scanning, digitising, computer graphics, desktop publishing +ve (at 2x printing scale) -ve (at printing scale) colour separation, registration, specifications
PROOF	+ve or -ve working, electronic facsimile, colour photocopy at printing scale, using specified colours and paper stock Design/production methods successful?
CORRECTIONS	Methodology, artwork, printing plates
PROOF	Check on corrections
PRINT	Printing press, plotter, electrostatic printer, VDU display
DISTRIBUTION	Agent (Cartographer's) Client Digital/paper, communications systems
FEEDBACK	Customer/user survey
RETHINK ON DESIGN?	Concepts, production techniques

Resources

Cartography 3

Semester 1, 2006

Field trip days –2006

Day	Date	Time	Activity
Friday	March 16	8.30 am – 6.30 pm	Drive Melbourne – Torquay / Angelsea Area familiarisation Data collection Return to Melbourne
Friday	March 23	8.30 am – 6.30 pm	Drive Melbourne – Torquay / Angelsea Data collection Return to Melbourne
Friday	March 30	8.30 am – 6.30 pm	Drive Melbourne – Torquay / Angelsea Data collection Return to Melbourne

Staff

Professor William Cartwright
Tutors (x2)

Students on Field Trip

- | | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | |

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