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Cartographer's Toolkit: Colors, Typography, Patterns

CARTOGRAPHER'S
TOOLKIT

Colors, Typography, Patterns

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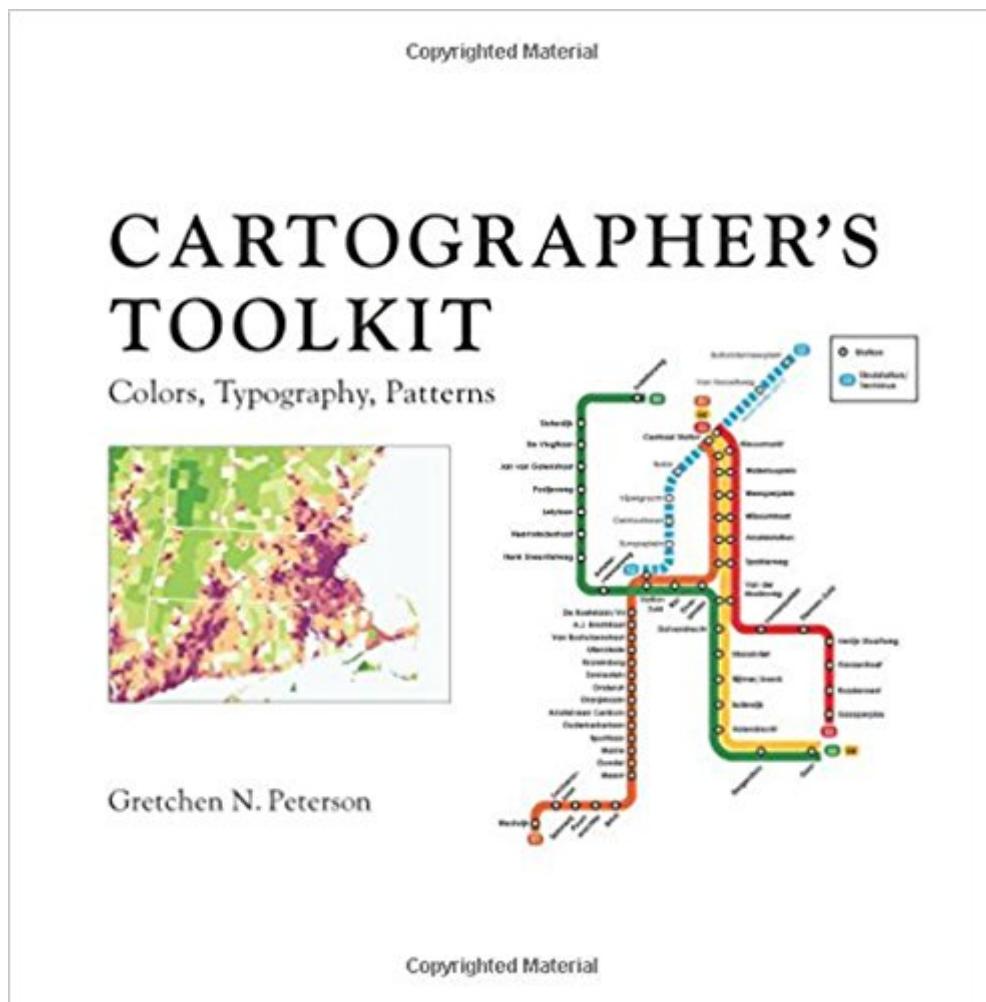
Synopsis

Cartographer's Toolkit is like a big cheat-sheet for cartography. Its three chapters: Colors, Typography, and Composition Patterns build from individual map components to cohesive cartographic constructions. Each chapter begins with a brief introduction explaining relevant theory, key definitions, and usage suggestions. The pages that follow each introduction provide an abundance of visual demonstrations that are the basis for the tools in the toolkit. The book contains 30 color palettes of 10 colors each, 50 typefaces showcased in 3 categories, and 28 map composition patterns illustrated with 36 maps by many of today's leading cartographers. Here you will find design tools for the advanced cartographer, and those who wish to become advanced cartographers, for producing the high-level static and interactive maps required in our current innovative environment. The information presented in this book, along with the more fundamental cartography theory in the author's first book, GIS Cartography: A Guide to Effective Map Design, equips cartographers with the tools they need to perform at the top of the map making field, producing maps that are informative, inspired, and original. Â

Book Information

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Customer Reviews

Cartography has never been my strong point when preparing my maps. I have some basic working knowledge and have a couple of older (20 years old) reference materials. Now this book won't teach you everything you need to know to be a better cartographer, nor does it pretend to, but it provides a lot of useful templates and guides that can assist you in your day to day work to make a better looking product.It's definitely a keeper on my bookshelf to inspire some ideas.

Every cartographer already knows the big things - scale, abstraction, audience, etc. But what really makes great maps stand out from good maps are the small things, like font and color. This book takes the guesswork out of the small things by presenting colors and fonts side by side, to compare and contrast. And not just random colors and fonts - vetted and road-tested colors and fonts. I like that the fonts are separated by license, which is very helpful as a Linux user. And I like that each color palette is demonstrated as more than just a ramp or a wheel, like on many color picking sites. The book also contains a helpful section on patterns, which are great ideas to make cartography projects really pop. The only complaint I have is that the text blocks accompanying each chapter seem static and plain. Fortunately, this book is so intuitive that you don't even have to read them - you can just skip right to the section you need help with.

I do a lot of cartography and tend to keep with the basic color palettes for my products. This book really expanded the ways that I can improve the visuals that I create by using colors that I normally would not consider. It helps that the examples have the colors next to each other in several ways so that you can get a good feel for how they look together. I would recommend this to anyone that needs a few extra options for visual projects.

Outstanding reference. Not a lot of talking. Easy to find what goes with what. This font is best with oceans, that one is best with land. This font is better for titles. This color goes well with that color but not with that other color. Here's another way to display your map data which will send a different message ... or think about this other format, and have you ever thought about displaying your data in this way? and on and on. Very useful.

This book offers a lot of very practical information for the growing GIS (geographic information systems) crowd who need to make better maps. Powerful digital cartography software programs like ArcGIS don't guarantee great maps. Good cartography shares many of the same requirements as good graphic design: it's much about color, typography and patterns. This book allows you to see different combinations of type and color on the page. It's one thing to know the difference between Garamond and Myriad Pro, but quite another to be able to see which looks better as a label for a street vs. a lake. The final section on patterns will trigger many good ideas about how to present your own spatial data. In this age when so much technical information can easily be delivered in digital form, Cartographer's Toolkit makes a strong case for itself as a book that legitimately

deserves to be in print.

This reference is the first one I pull off the shelf when looking for color schemes and typography matches. It is my single most reliable source for the building elements of a beautiful map.

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