

# GEOGRAPHY 423: MAP DESIGN

## Course Syllabus

**WHO:** Professor: Kirk Goldsberry  
Teaching Assistant: Josh Stevens

**WHAT:** Map Design - Maps can provide important visual explanations of complex geographic information. This course introduces map design in three parts. Our first emphasis will be on graphic design and typography. The second part of the course will focus on reference map design and production. The third section of the course will integrate design principles and contemporary media. The lectures offer conceptual explorations of mapping sciences and arts. The labs are designed to offer hands-on experience in cartographic representation, graphic design, and web design and map production. By the end of the semester, you will know a lot about how and why maps are made. You will also have a practical skill set that will enable you to communicate ideas via graphics.

**WHEN:** Lectures – T, Th 11:30AM – 12:20PM, 126 Geography Building  
Section 1 – T, Th 12:40PM – 2:30PM, 201 Geography Building  
Assignments Due on Tuesday :: Working Lab on Thursday  
Section 2 – M, W 8:00AM – 9:50AM, 201 Geography Building  
Assignments Due on Monday :: Working Lab on Wednesday

**OFFICE HOURS:** Kirk : Wednesday 1:00PM – 3:00PM, and by appointment, 121A Geography  
Josh : Wednesday 10:00AM – 12:00PM, and by appointment, 23 Geography

**CONTACT:** Kirk : kg@msu.edu -- Josh : stevensj2@gmail.com

### REQUIRED TEXTS:

- 1) *Designing Better Maps, A Guide for GIS Users*, and
- 2) *Designed Maps, A Sourcebook for GIS Users* - by Cynthia A. Brewer



**COURSE WEBSITE:** <http://www.msu.edu/~kg/courses.htm>

**REQUIRED MEDIA:** You *must* have a USB thumb drive (flash drive) for the lab. You will be working between several different workstations. Thumb drives enable you to easily transfer your work between workstations and also are great for backing up your work!

<b>EVALUATION:</b>	Mid-Term Exam	20%	October 14 <sup>th</sup>
	Final Exam	20%	December 14 <sup>th</sup>
	Lab Performance	40%	10 Lab Assignments and Attendance
	Final Project	20%	Due the last week of classes

**COURSE POLICIES:** I expect everyone to attend all lectures and labs. Attendance is not required at the lecture, but is required for the labs. The best way to do poorly in this class is to not attend the sessions. One good way to do well is to show up on time to every lecture and lab session. With a few exceptions labs are always due exactly one week after they are assigned. **Lateness will cost you 10% each day, starting at the exact beginning of your lab session.** This rule is not flexible. Please inform me or Josh in advance if you will miss a lab meeting or will have a personal situation that will affect your attendance or performance.

MONTH	DATE	LECTURE TOPIC	WHAT'S DUE?	WHAT TO READ?
SEPTEMBER	2	Course Introduction: Syllabus <b>No Lab</b>	Buy your texts! Buy your map!	Archives Book Shop: Buy a map
	7	Introduction to Design / Logos		Handout: The Look of Maps
	9	Graphic Design: Visual Variables Lab 1: Adobe DreamWeaver: Build a website		Intro to DreamWeaver
	14	Movie Day: Helvetica		Logo Reading I
	16	Movie Day: Helvetica Lab 2: Adobe Illustrator: Logo Design	Lab 1	Logo Reading II Intro to Illustrator
	21	Typography: Intro and History		Handout: Typography
	22	Typography: Typeface and Design I Lab 3: Typefaces	Lab 2	Handout: Road Sign Type
	28	Typography: Typeface and Design II		
	30	Typography: Type on Maps Lab 4: Labeling Features: Physical Map of USA	Lab 3	Designing Better Maps: Ch. 2,3
	OCTOBER	5	Type on Maps	
7		Color on Maps Lab 5: ArcMap: Map of Michigan	Lab 4	
12		Color on Maps		
14		<b>MIDTERM EXAM</b> Lab 6: ArcMap into Illustrator	Lab 5	
19		Maps In The Wild: Guest Lecture: Karl Gude		Tufte, TBD
21		Envisioning Information: Class Data Collection Lab 7: Nosara Tourist Map	Lab 6	Designed Maps: 161-169
26		Introduction to Reference Maps		Designed Maps: Ch.1,2
28	Election Mapping Lab 8: Nosara Tourist Map Part II	Lab 7	Handout: The Look of Maps 3	
NOVEMBER	2	Layout and Balance		Designing Better Maps: Ch. 1
	4	Map Elements: Election Map Reviews Lab 9: Campus Map	Lab 8	
	9	Forum: Campus Map Critique		Reading TBD
	11	Forum: Campus Map Critique Lab 10: Campus Map Part II	Lab 9	
	16	What makes a good map?		Designed Maps: Ch. 3
	18	Introduction to Final Project Lab Final Project I Data Sources	Lab 10	
	23	TBD	Final Project Data Sources	
25	::No Class : Thanksgiving:: Lab: Final Project II Rough Draft			
DECEMBER	30	Thematic Mapping		Designed Maps: Ch. 5,6
	2	Thematic Mapping Lab: Final Project III Final Draft	Final Project Rough Draft	
	7	Final Project Presentations		Handout: Dent
	9	Final Project Presentations Lab: Open Lab	Final Project Final Draft	
	14	<b>Final Exam 3:00PM – 5:00PM</b>		

