GEOGRAPHY 423

Final Project

Your final project is to design a map of your choosing and have it printed on a poster to present to the class during the final day of class (December 7th). You are responsible for retrieving geographic data on your own and presenting it cartographically.

Please note: You will be held to a high standard on this project. You know much more about design now and you are much more skilled with the software than you were when we started.

**Part 0: Map Data: The most important step**

Throughout this semester you have worked with various types of map data. The one thing these data all had in common is that they were always provided to you. For the final project you are responsible for discovering your own data for your own map design! The search for map data is one of the most difficult and important tasks a cartographer faces. There are millions of brilliant map ideas but most of them are never realized due to a lack of available datasets. The first major hurdle in your final project involves finding a good data source. This is not easy. Your final map will only be as interesting as your data. Data quality is the biggest influence on your project’s potential.

*Remember: This is a map design class, we will be grading you on the design of the map, not your GIS analysis abilities. The goal of this project it to make a beautiful map with data of your choosing, not to just find data.*

**Part I: Project proposal and Proof of Data: Due November 23rd 11:30am**

The proposal is simply a few paragraphs (one page max) and a graphic proof that you have your data. Identify the following:

1. A map data source (Where did you get your data??)
2. A map theme/purpose (What is your map about?)
3. An intended audience (Who would be interested in your map?)
4. A predicted workflow (How will you turn your raw data into a beautiful map?)
5. Why does this data need to be mapped?
6. A pre-rough draft of the design (Graphically prove that you have the data).

Perhaps you might want to include background information on what you are mapping, additional maps, pictures, text, graphs, tables etc. This part is worth 10% of your final project score.

**Part II: Rough Draft: Due November 30th 11:30am**

The second part of the final project involves creating a mandatory rough draft (that will be graded). Drafts help identify strengths and weaknesses within your approach before it’s too late. This map has to be good, but obviously not great. Your map will be checked to make sure your data is mapped and your design approach is valid. I won’t be checking every spelling, neat line, or legend element – but rather just looking at the draft as a more general assessment of your progress. This part is worth 10% of your total project score.
Part III: Final Draft: Due Thursday December 7th 11:30am

This is the main deliverable of your final project. By 11:30am Thursday December 10th you need to:
- email Kirk and Josh the final .ai file of your project
- email Kirk and Josh a working link where your final draft appears online
- have a poster size plot of your map for display at the poster session.

This part is worth 60% of your final project score.
Kirk: kg@msu.edu
Josh: stevensj2@gmail.com

Part IV: Poster Presentation: Thursday December 7th (11:30-2:30)

In our final lecture and lab meeting you will bring in a poster size plot of your map. This will require you to go to the library and have you map printed on the plotter. During the poster session you will have the opportunity to see what everyone else has done as well as explain a little bit of the process that went into your map design. Below are some talking points to explain your poster to your classmates.

I. Map Data
A. Where did you get the data for your Map?
   Example: I got my data from the: ESRI Sample dataset, and the US Census, CIESIN,
B. Metadata! Who created your data? When was the data created? How reliable is the data?

II. Map purpose
A. What is the purpose of this map?
   Example: to be viewed digitally, to be interactive etc.
B. Who is the target audience? Who would most likely use your map. Be very specific.
   Example: Geophysicists who would like to know more about the geothermal activities of Southern Africa.

III. Map design
A. What were the major design issues that you faced as you worked on this map?
B. What visual variables did you manipulate while designing your map?
C. Describe one aspect of your map design that is especially unique and/or one aspect of your map in which you put a lot of effort. What made you decide this aspect was important enough to tackle?
D. Describe the biggest impediment you faced in your map design?
   (e.g. did you try something that didn’t work the way you expected? Did you have difficulty with a particular aspect of your design) AND how did you solve this problem?
What to turn in and when, and how you will be graded

Remember the Final Project is worth 20% of your final grade! There are five graded components of the project. The breakdown is as follows:

<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHEN (due date/time/%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal and Pre-rough draft</td>
<td>November 23rd at 11:30am (10%)</td>
</tr>
<tr>
<td>Rough Draft (Illustrator File)</td>
<td>November 30th at 11:30am (10%)</td>
</tr>
<tr>
<td>Final Draft (poster and online)</td>
<td>December 7th 11:30am (60%)</td>
</tr>
<tr>
<td>Poster Session</td>
<td>December 7th (11:30 to 2:30) (20%)</td>
</tr>
</tbody>
</table>

NO LATE WORK WILL BE ACCEPTED – DO NOT MISS THESE DEADLINES