Map Evaluation Guidelines

<table>
<thead>
<tr>
<th>Name of author</th>
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<tbody>
<tr>
<td>Date of evaluation</td>
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<tr>
<td>Title of map</td>
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<tr>
<td>Map sheet (if in a series)</td>
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### Cartographic Requirement

- What is the rationale for the map?
- What is the purpose of the map (ie, the substantive objective)?
- What is the “look and feel” of the map (ie, the affective objective)?
- Who is the audience for the map?
- What is the expected educational level of the audience for the map?
- What are the expected conditions of use for the map (medium, distance, light, etc)?

### Cartographic Compilation and Design

- Have all required themes and features been included?
- Does the map have appropriate figure-ground organization?
- Is there appropriate visual hierarchy among all themes and within each theme?
- Is there appropriate visual emphasis on the important theme(s)?
- Is the symbology for qualitative and quantitative data effectively applied?
- Do the colors and symbols support the substantive and affective objectives?
- Do the font styles, size and color support the substantive and affective objectives?
- Are the symbols and labels legible?
- Are the symbols intuitive and easy to decipher or do they have good explanation?
- Is there appropriate use of graphics, images, text blocks, and other supporting information?
- Can the map be placed in context both geographically and thematically?
- Is the map projection suited to the map’s purpose (equal area, conformal, etc)?
- Has the map projection been appropriately modified (central meridian, standard parallels, etc)?

### Map Elements and Page Layout

- Does the page look balanced?
- Do all the map elements support the substantive and affective objectives?
- Are the map elements placed logically on the page?
- Are the map and map elements aligned to the page and to each other?
- Does the map have appropriate borders?

### Orientation Indicator

- Is the grid or graticule the appropriately aligned?
- Does the grid or graticule have appropriate labeling?
- Does the map require a north arrow?

### Scale Indicator

- Is the scale appropriate to map?
- Is the scale bar appropriately designed, positioned and sized?
- Are the scale units logical?

### Titles and Subtitles

- Are the titles and/or subtitles relevant?
- Are the titles and/or subtitles suitably descriptive (area mapped, subject, date, etc)?
- Are the titles and/or subtitles suitably positioned and sized?

### Production Notes

- Are production notes included?
- Are the production notes dated correctly?
- Are the production notes placed appropriately?
- Have copyrighted sources been correctly attributed?
- Has the map’s assertion to copyright been included?
- Have attribution and/or revision details been included?

### Synopsis and Final Check

Given your responses in Sections 1-3, provide an overall evaluation of the extent to which the design of the map meets its intended aims. You might also include here comments made by independent reviewers of your map as a new perspective often reveals areas that the map author may have overlooked.

### The four Point Plan

<table>
<thead>
<tr>
<th>Comment on four areas for improvement and what action to take</th>
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<tbody>
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<td>Action to take</td>
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Please send feedback on this set of guidelines to the Mapping Center Team at mappingcenter_maps@esri.com.