

Map Evaluation Guidelines

Name of author _____
Date of evaluation _____
Title of map _____
Map sheet (if in a series) _____

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? _____

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

Comment	Action to take
_____	_____
_____	_____
_____	_____
_____	_____

Legend

Have all the necessary symbols and details been included in the legend? _____
Do the symbols in the legend appear exactly as they do on the map (size, color, etc)? _____
Is there a logical structure related to the function of the legend? _____
Are the patches, symbols, labels, and descriptions appropriately sized and positioned? _____
Are the labels 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? _____



Please send feedback on this set of guidelines to the Mapping Center Team at mappingcenter_maps@esri.com.