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Web Cartography: Map Design for Interactive and Mobile Devices

Ian Muehlenhaus

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Web mapping technologies continue to evolve at an incredible pace. Technology is but one facet of web map creation, however. Map design, aesthetics, and user-interactivity are equally important for effective map communication. From interactivity to graphical user interface design, from symbolization choices to animation, and from layout to typeface and color selection, **Web Cartography** offers the first comprehensive overview and guide for designing beautiful and effective web maps for a variety of devices.

Written for those with a basic understanding of mapmaking, but who may not have an in-depth knowledge of web design, this book explains how to create effective interaction, animation, and layouts for maps in online and mobile platforms. Concept-driven, this reference emphasizes cartographic principles for web and mobile map design over specific software techniques. It focuses on key design concepts that will remain true regardless of software technologies used. The book is supplemented with a website providing links to stellar web maps, video tutorials and lectures, do-it-yourself labs, map critique exercises, and links to others' tutorials.

Approachable, clear, and concise, the book provides a nontechnical, approachable guide to map design for the web. It provides best practices for map communication, based on spatial data visualization and graphic design theory. By carefully avoiding overly technical jargon, it provides a solid launching pad from which students, practitioners, and innovators can begin to design aesthetically pleasing and intuitive web maps.

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