# Finishing Your Map

With your map in front of you, thoroughly interrogate it! Change the design of your map if you are not satisfied with anything. It is easy to adjust the design of maps made with computers.

Strange lights at night and sightings of are a neat topic for a newspaper article. A great source of **UFO data** is the books of **Charles Fort.** Fort and his followers compiled thousands of odd events in the U.S. and around the world, and often noted the location of the event. This map must appeal to a broad audience and be as fun as the data while also being informative. The map your lackey created - which we are looking at – can be critiqued and reworked to be much better.

critiquing the whole map

✓ does your map do what you want it to do?

✓ is your map suitable for your intended audience? Will they be confused, bored, interested, or informed?

✓ does the map reproduce well on its final medium? Has the potential of a black-and-white or color design been reached?

✓ describe the *overall look of the map* in terms of these word pairs, then ask: is that what I want to convey?

✓ confusing or clear	✓ interesting or boring
✓ amorphous or structured	✓ light or dark
✓ fragmented or coherent	✓ constrained or lavish
✓ random or ordered	✓ modern or traditional
✓ crowded or empty	✓ bold or timid
✓ free or bounded	✓ subtle or blatant
✓ lopsided or balanced	✓ flexible or rigid
✓ neat or sloppy	✓ hard or soft
✓ crude or elegant	✓ tentative or final
✓ high or low contrast	✓ authoritative or unauthoratative
✓ complex or simple	✓ appropriate or inappropriate
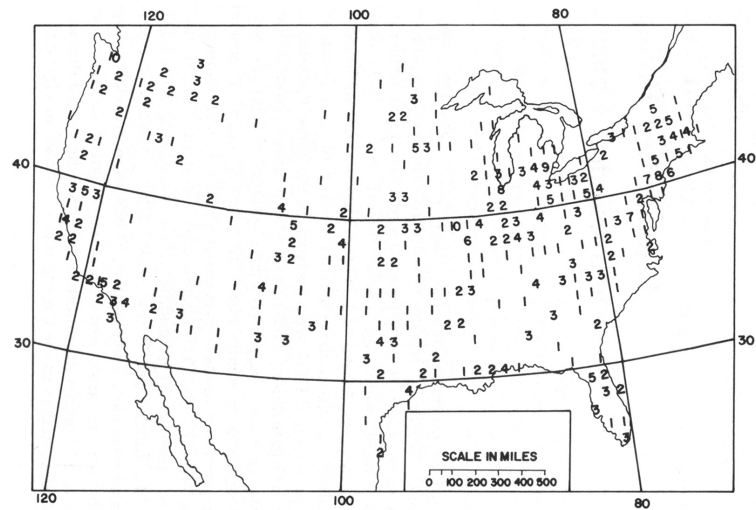
✓ only barely ... the data are there but the map is *dull* and *confusing*.

✓ the viewers of this map will certainly expect something *easier* to interpret and more *visually interesting*.

✓ the map has to be black and white, but much *more* can be done with monochrome than this pitiful map does.

✓ I don't think this is what I want to convey ...

✓ *confusing*
✓ too *structured*
✓ numbers = *fragmented*
✓ numbers = *random*
✓ too *empty*
✓ over-*bounded*
✓ OK *balance*
✓ *neat* but dull
✓ *crude* looking
✓ contrast too *high*
✓ *simplistic*

✓ definitely *boring*
✓ too *light* for *dark* phenomena
✓ overly *constrained*
✓ blandly *traditional*
✓ *timid*
✓ too *subtle*
✓ dull and *rigid*
✓ *hard* and edgy
✓ seems *tentative,* unfinished
✓ *authoritative* but dull
✓ *inappropriate,* given map goals!

Undertake a systematic critique, then *redesign* the map ...

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