

AWARD WINNING MAP DESIGNS

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In 1970 the Cartography Division, of the American Congress on Surveying and Mapping, began a competition among cartographers to promote a greater consciousness in map design. This competition evolved into an annual affair and we are now preparing for the 7th annual ACSM Map Design Competition for maps produced in calendar year 1979.

The award winning entries I would like to present today are from the 6th annual competition and are maps produced in calendar year 1978 and judged at the University of Maryland Cartographic lab on March 17th, 1979.

Entries were judged by a panel of noted cartographers and designers selected from universities, government and private industry. Each individual entry was evaluated on the basis of overall design and impression, typography, use of color, craftsmanship, and the authors success in achieving their stated design objectives.

The 6th annual ACSM Map Design Competition attracted a total of 91 entries. 23 of the entries were from students. The map makers ranged from individual students to the largest commercial and government houses. Included in the competition were atlases, environmental impact studies, guide books, series maps, individual sheets, thermoformed tactile maps, and video

taped animated presentation.

Presented here are the blue ribbon winners accompanied by the authors design objectives and a summary of the judges statements in evaluating the entry. The student entries were judged as a separate category and the three of them that received blue ribbons are included here as well. There were 15 additional entries that received honorable mention awards but there is insufficient time to cover them adequately in this presentation.

Title: Washington Post Maps of 1978

Entrant's Name: David Cook, Richard Furno, Milton Clipper

Company or Institution: The Washington Post

Design objective: These maps are designed to locate places mentioned in newspaper articles and to graphically illustrate statistics.

The maps are done on a daily deadline and are therefore usually researched and drawn by one person in 2 to 4 hours.

Judges comments: With the limitations of one color and newsprint paper the results are quite extraordinary. They achieve their design objectives and are attractive to the eye.

Title: Louisiana Purchase

Entrant's Name: Cartographic Staff

Company or Institution: World Book-Childcraft International, Inc.

Design objective: The Louisiana Purchase map shows the area gained by the purchase in 1803, the boundary adjustments made in 1818 and 1819, and the relation of the original purchase area to the present day states.

The map illustrates the "Louisiana Purchase" article in The World Book Encyclopedia.

Judges comments: This map is a clean design with pleasing color and type. The design objective is clearly apparent.

Title: The Heart of the Grand Canyon

Entrant's Name: Cartographic Division

Company or Institution: National Geographic Society

Design objective: This map was designed to provide the user with a detailed look at a segment of one of the wonders of the natural world - The Grand Canyon.

The mapped area was chosen for its accessibility and popularity. All trails of importance, campsites, picnic areas, and access roads to the rim of the canyon are shown. Sites of ranger stations, resthouses, and emergency phones add to the maps useability. The one hundred foot contour interval, enhanced by a full color shaded relief drawing, provides a useful and attractive depiction of the canyon's topography. Though composed of complex strata, only three zones of color were chosen which outline the canyons' major geologic layers. The addition of a vegetation overlay in a green symbol shows timbered areas and completes the canyon picture.

Judges comments: A work of art both substantively and technically. A successfully designed map of a most difficult area. Obvious painstaking effort and care went into rendering this extreme detail while maintaining excellent readability.

Title: San Francisco Guide Map Series

Entrant's Name: Rand McNally & Co.

Company or Institution: The Rand McNally and Company

Design objective: Each map is designed to separate and clearly show significant items of tourist information keyed to the text. Each map's design (overall) is distinctively different to establish an identity for each category of information, yet designed so there is a continuity (design tie) throughout the booklet.

Judges comments: The continuity of this series of maps make this booklet a highly attractive and usable publication. Each map gives a wealth of information with the overall impression of simplicity.

Title: Polar Regions Atlas

Entrant's Name: Central Intelligence Agency

Company or Institution: Central Intelligence Agency

Design objective: The Polar Regions Atlas is the most recent in the series of atlases published by the Central Intelligence Agency. The atlas--divided into Arctic and Antarctic sections--brings a wide variety of topics together in one publication. Also included are fold-out reference maps, at the same scale, of both Polar areas.

Judges comments: This atlas represents a truly comprehensive study of the polar regions. The variety of scales and design treatments makes a potentially dull repetition of the same maps, very attractive as well as useful.

Title: Metropolitan Washington, D.C.

Entrant's Name: Topographic Division

Company or Institution: U.S. Geological Survey

Design objective: One of two experimental wall map editions at the 1:24,000-scale prepared by the U.S. Geological Survey in cooperation with the

University of Washington and the Defense Mapping Agency and published in 1978. The map was designed to test the proposition that existing maps of the Survey's National Mapping Program could be converted for dual use by the visually handicapped as well as persons with normal vision. Information was selected from the 1:24,000-scale series and shown in tactual symbology and braille to provide the blind "reader" knowledge about the location and spatial relationship of key area features and aid them in planning mobility within the area. The visual image is provided to permit the sighted individual to use the map or to assist the blind "reader". A 48-page Guide (key) in print and braille has been provided to assist the user in locating map features shown by tactual symbols and braille.

Judges comments: Useful combination of visual and tactile images which enable the sighted to aid or simultaneously view the map with a blind map user.

Title: Typical Mean Annual Auto Insurance Premiums, Metropolitan Los Angeles

Entrant's Name: Robert Kuboshima - Student entry -
Recipient of R.R. Donnelley Award

Company or Institution: California State University,
Northridge

Design objective: The function of this map is to illustrate the affects of auto insurance rates on the population. An oblique view was used to improve the comparability of the data used in the three maps. The audience for this type of map would be either a marketing analysist or the population itself, (those people concerned about how much they are paying as compared to another company).

Judges comments: Commentary: An interesting presentation of three related variables in a pleasing innovative format which facilitates accurate

comparisons and overall understanding of the complexities of this problem.

Title: Isodemographic Map of North America

Entrant's Name: Ron Eastman, Gordon Shields, Bill Nelson - Student entry

Company or Institution: Queen's University

Design objective: The objective of this map is to portray characteristics of the distribution of population in North America. Through scaling population by area, an attempt has been made to aid in the visualization of relative population sizes. At the same time we have endeavored to preserve, as much as possible, the shapes of urban areas and states (and provinces) as well as contiguity, in order that they be more recognizable.

Judges comments: Commentary: A visually effective transformation of the familiar shapes of states and cities so that the realities of population distribution in North America are dramatically shown.

Title: Protein Intake and Life Expectancy

Entrant's Name: Harry Hughes - Student entry

Company or Institution: Boston University

Design objective: The map attempts to illustrate a correlation between life expectancy and protein consumption. Protein intake is used here because it is considered to be a good indicator of the adequacy of the overall diet. Protein intake is shown both quantitatively (in grams per day) and qualitatively. The proportion of high quality proteins, consisting of animal products and pulses (pulses are legumes such as beans, peas, and lentils), is shown along with the proportion of lower quality proteins, such as grains and root crops.

Judges comments: Commentary: A clear crisp presentation of thematic data. The overall effect is one of simplicity that fosters efficient communication of information in a pleasing format. Each design variable used contributes to the overall information content of the map.

We have just looked at what our panel of five judges selected as the best nine entries of the 91 submitted. They also awarded 15 honorable mentions to other entrants and I apologize for not having time to cover them all. For those interested, the originals, (for past years as well) are on deposit at the Library of Congress, Geography and Map Division and 35mm colored slides are available from ACSM headquarters of all blue ribbon and honorable mention award winners.

As chairman of the ACSM, Cartography Division Map Design Committee I would like to invite you to participate in the future and I would like to thank all those who have participated in the past - the judges, whose task is a monumental one; the committee members for their perseverance through the many tasks that needed doing; and especially the entrants whose imagination, creativity and ability have made it the exciting competition it has been over the years.