

## 1.09 Map Appreciation

*The general public and most stakeholders of the CLUP may not be familiar with maps. It is therefore a very important task for the planner to prepare mapped information that is easy to understand.*

### 1.09.01 (Geo)graphic Information

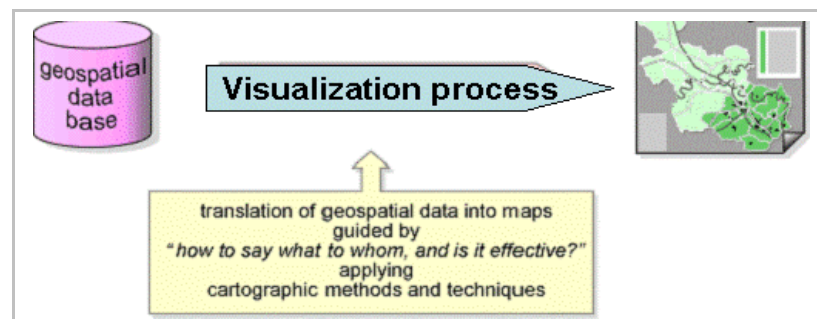


Maps are used to answer questions such as: "Where can I find...?", "How do I get to...?", "What feature can be found at...?", or "Where else do I find that feature?" or "What feature can be found to reveal attribute information about, for example schools, which can be compared and analyzed?", and so forth.

Maps have to be well designed to be able to answer questions such as these. If the translation from data to

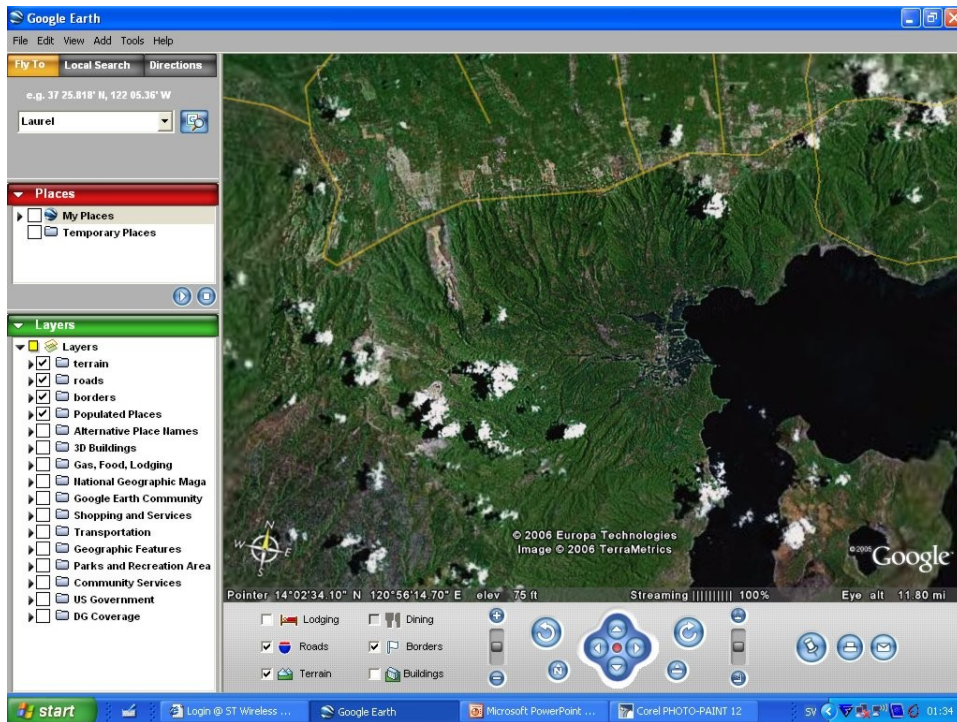
graphics is successful, the resulting maps are the most efficient and effective means of communicating geospatial information. The map user is able to locate geographic objects, and he is informed of the characteristics of these geographic objects by means of the shape and color of the signs and symbols that represent them. The map reveals spatial relations and patterns, and gives the user the insight and overview of the distribution of particular phenomena.

Before maps can be designed, the planner should get a feel for the nature of the information, since this determines the graphic options. This is done through cartographic information analysis. Based on this knowledge, the planner can choose the correct symbols to represent the information in the map. The planner has a whole toolbox of visual variables available to match symbols to the nature of the data, which are applied according to cartographic rules and guidelines.



However, maps constructed using these basic cartographic guidelines may not necessarily be appealing. Although well-constructed, they could still look sterile. The

design aspects required to create appealing maps also have to be included in the visualization process. “Appealing” in a communicative sense does not only mean having nice colors. One of the keywords here is contrast. Contrast will increase the communicative role of the map since it will create a kind of hierarchy in the map contents, assuming that not all information is of equal importance.



Google Earth on the Internet is a breakthrough for using spatial data. Formerly known as Earth Viewer, it maps the earth by the superimposition of images obtained from satellite imagery, aerial photography and GIS 3D globe. Depending on the currentness and resolution of the data, it will show houses, the color of cars, and even the shadows of people and street signs for some selected areas. The screenshot above shows the Municipality of Laurel.

### 1.09.02 Participatory GIS

Participatory GIS implies making GIS available to all CLUP stakeholders, especially those marginalized groups in the municipality/city, in order to enhance their ability in generating, managing, analyzing and communicating information in the following contexts:

- Self-determination (for example, in protecting ancestral land and resource rights and entitlements);
- Management of conflicts among local community groups, and between communities and local authorities with regard to access, use, control and allocation of natural resources;
- Collaborative research and resource use planning and management;
- Good governance in terms of transparency and consensus decision-making with respect to land use;

- Raising awareness and assisting with education and social learning for the younger generation;
- Promotion of equity with reference to ethnicity, culture, gender, environmental justice and hazard mitigation.

### **1.09.03 Visual Variables**

Planners and cartographers convey spatial geographic information through a visual language consisting of a combination of the following:

- symbols (points, polylines, and polygons),
- variables (hue, orientation, value, shape, size and texture), and
- interpretation keys.

The effectiveness of a map in communicating its intended purpose depends on the selection of features, the way these features are depicted, and the ability of the users to objectively understand and relate these features to their life situation.

For instance, when a map is used to support active interaction among parties during the planning exercise, such as in the formulation of the CLUP Scenarios, it is important that the graphic vocabulary of the maps that have been prepared is fully understood by all parties and each feature is provided with a commonly defined key for interpretation (see Chapter 4.21.02 in the Toolbox).