

b. Form: *italic* or upright

Calibri (Body) ▾

Digital format choices

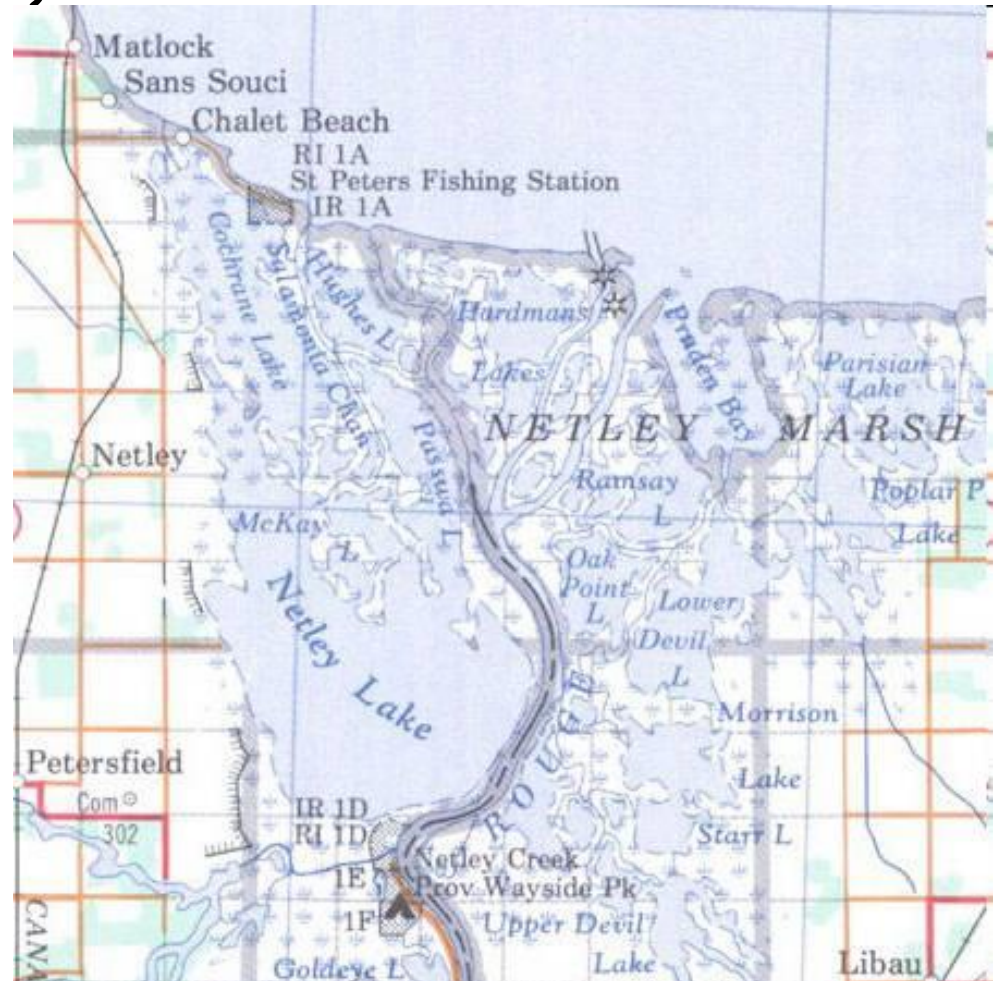
B *I* U ▾ abc

• *Italics* (and blue) are reserved for hydrographic features (*rivers, lakes, etc.*)

Why ?

Underlining is **not** generally used

Why?

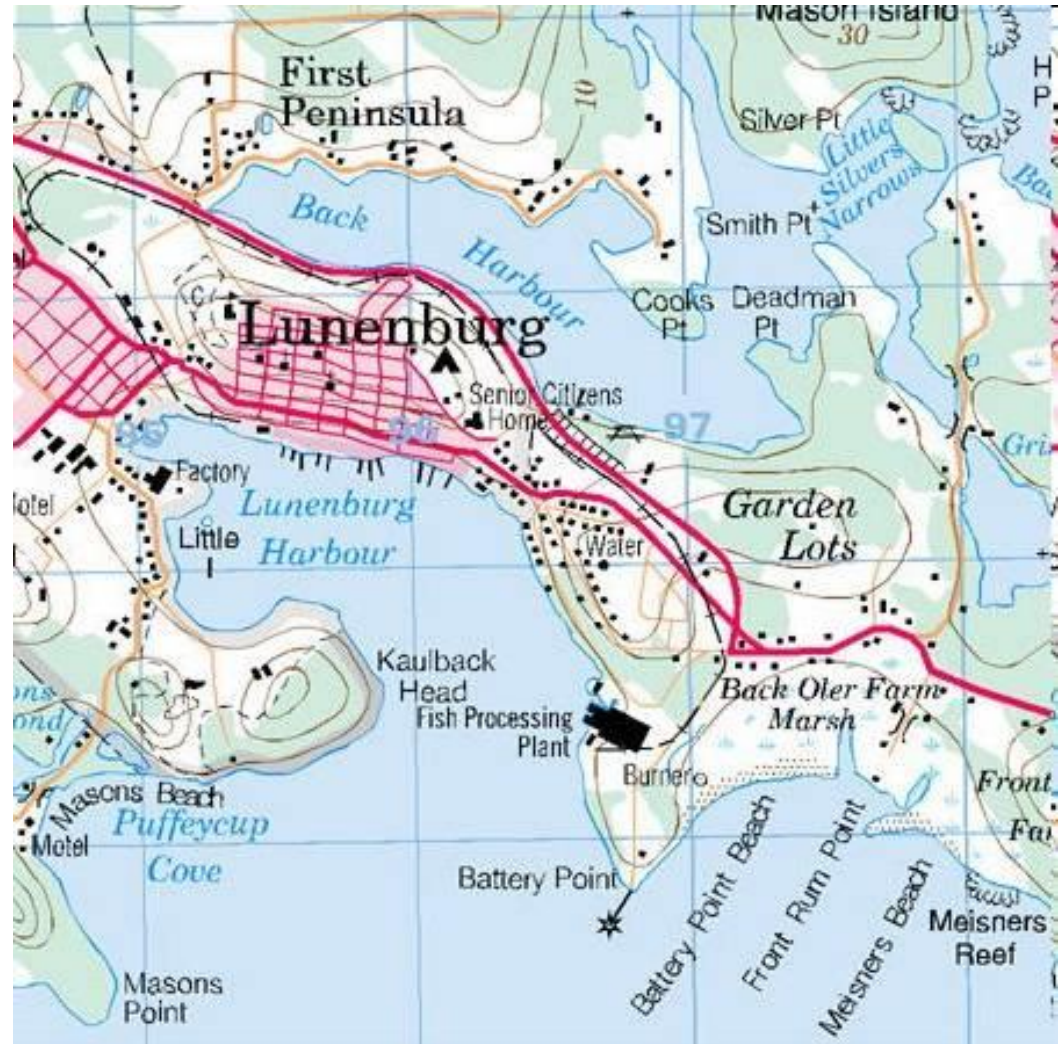


c. Form: bold or plain

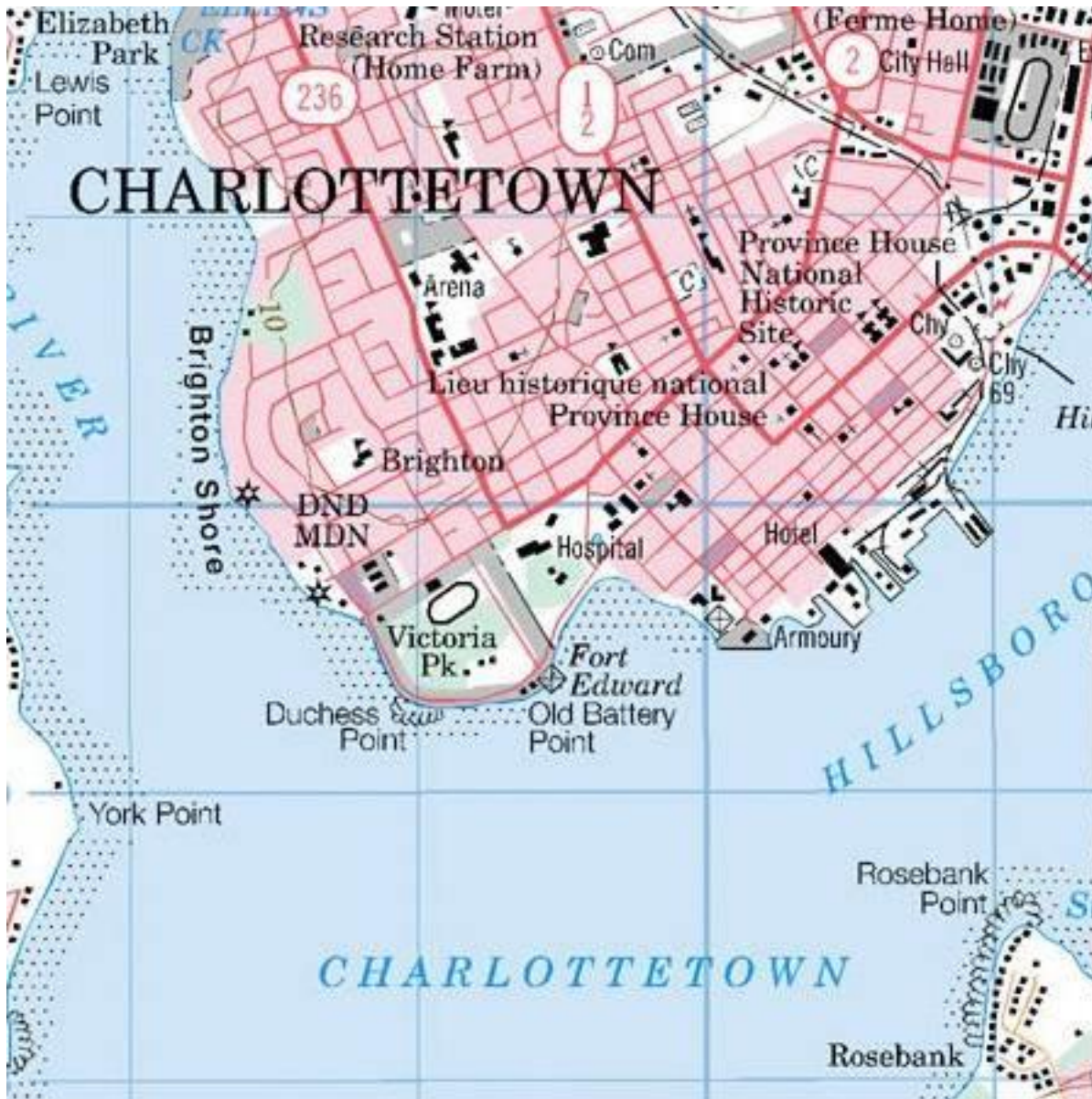
e.g. **Vanderhoof** Vanderhoof

Bold implies
prominence

-its more visible
also useful on dark
backgrounds



d. (Form) UPPER or Lower case



UPPER CASE
implies major
features

PRINCE GEORGE

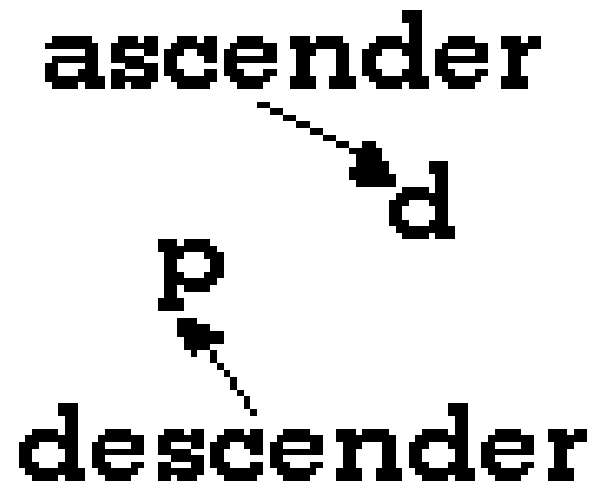
Prince George

Use UPPER case
sparingly - why ?

Why are map labels
and books mostly in
lower case ?

Use UPPER case sparingly - why ?

.. it is (13%) less readable than lower case due to the extra information provided by 'ascenders' and 'descenders'



The diagram shows the words "ascender" and "descender" in a pixelated font. A dashed arrow points from the top of the letter 'd' in "ascender" down to the top of the letter 'p' in "descender". Another dashed arrow points from the top of the letter 'p' in "descender" down to the bottom of the letter 'd' in "ascender".

This is why we don't print books in UPPER Case and shouldn't use it in emails

(why are they called UPPER and lower 'case' ?)

why are they called UPPER and lower 'case' ?

Barkerville print shop



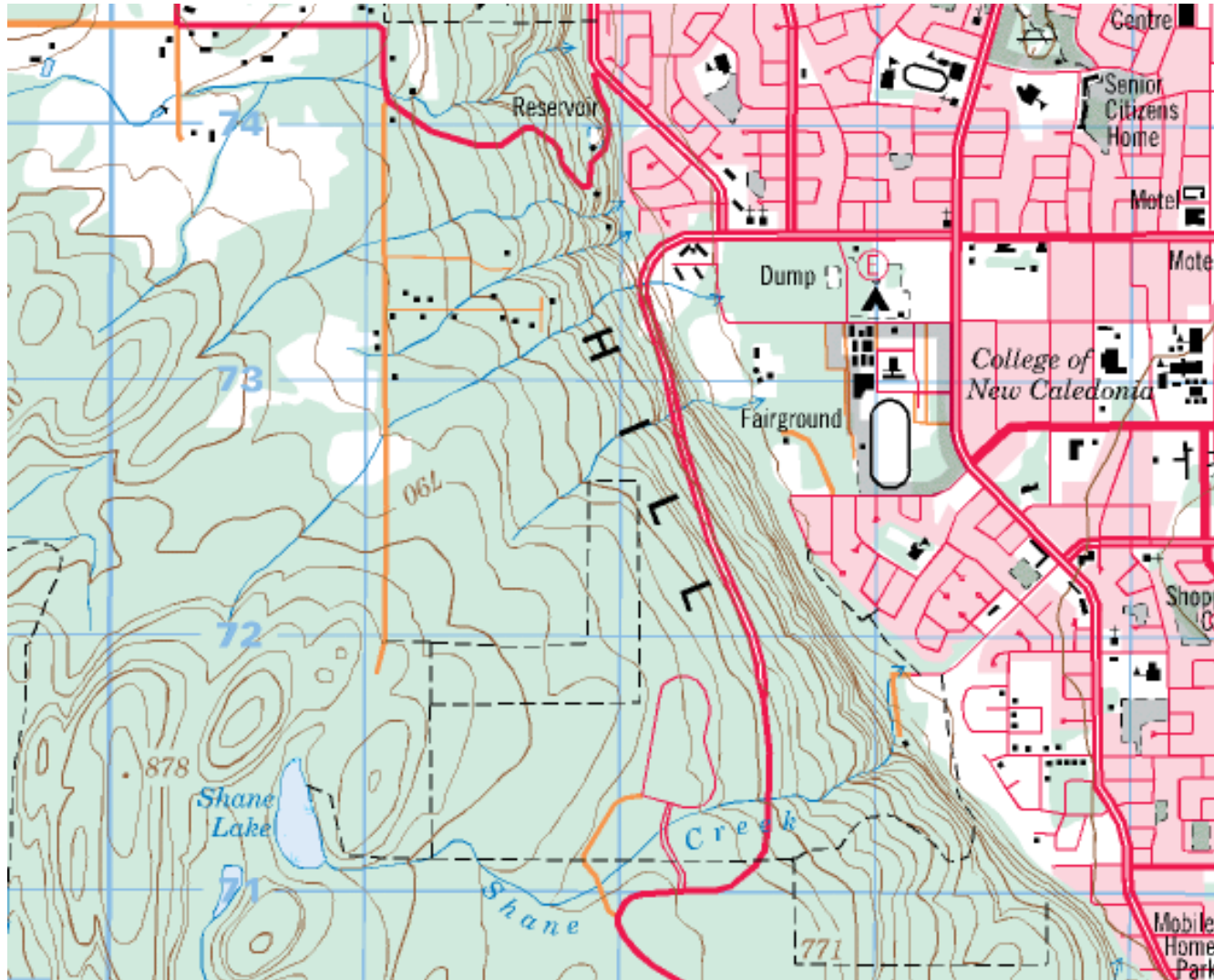
e. Colour (hue) : nominal / qualitative .. is used associatively

Blue: hydrography

Brown: contours

Black: standard

Red: important



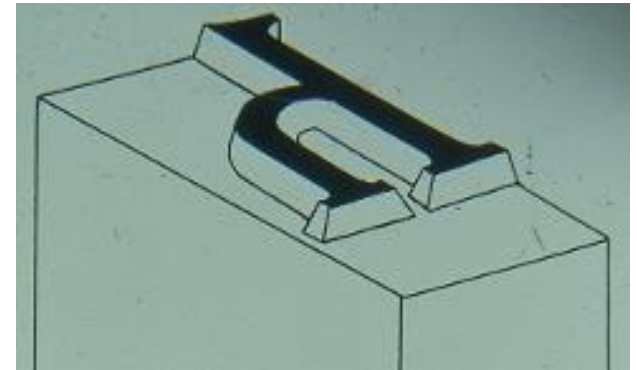
Quantitative Variables

a. **Size** : size denotes importance

It is commonly measured in 'points' (you knew this !)

72points = ~ 1" (inch)

minimum size = 6 points



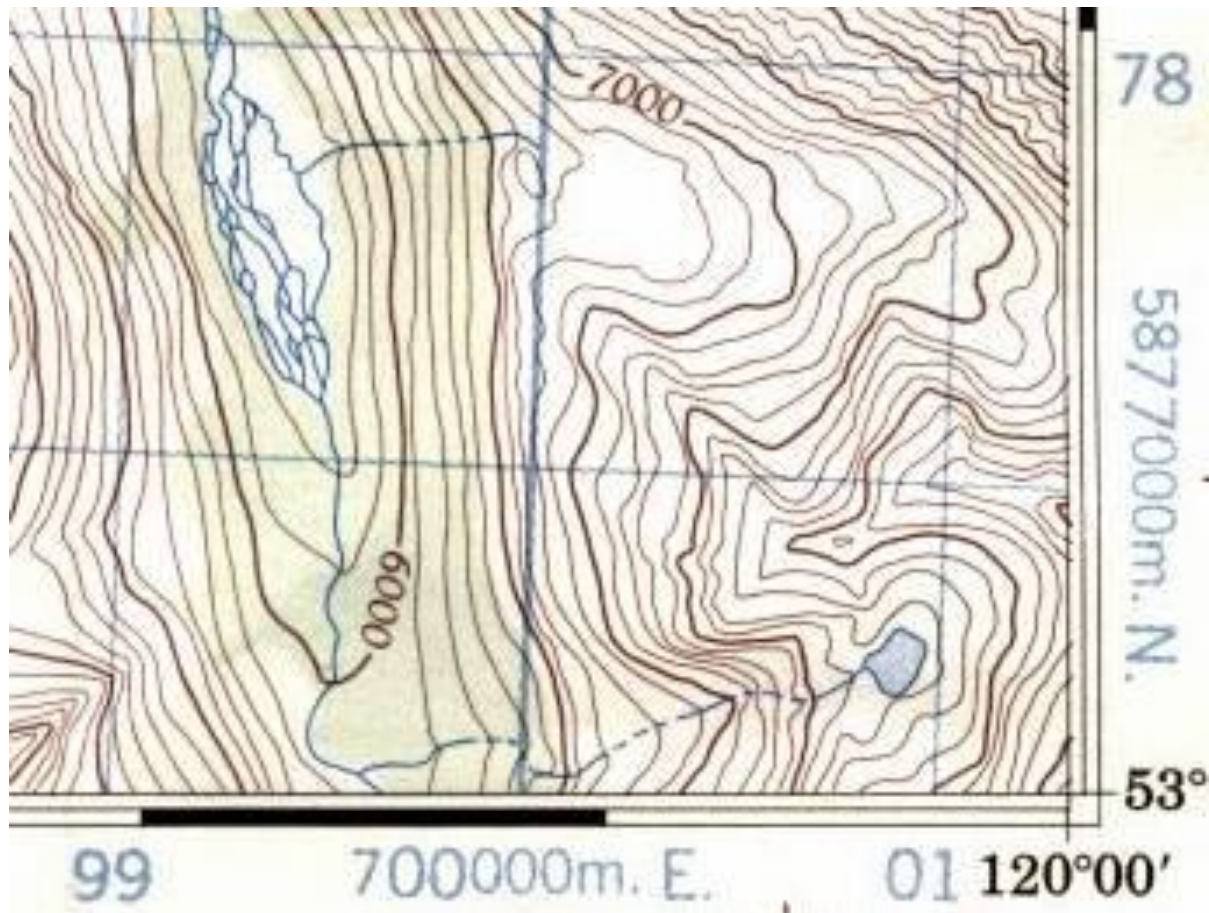
Larger size text is associated with larger / more important features (DUH!)

Large lettering should not be overpowering

Also: UPPER CASE and **Bold** imply some size/importance

Quantitative Visual Design Variables

b. Tone / chroma (colour): 'screened' lettering for background features (low saturation e.g. UTM digits)

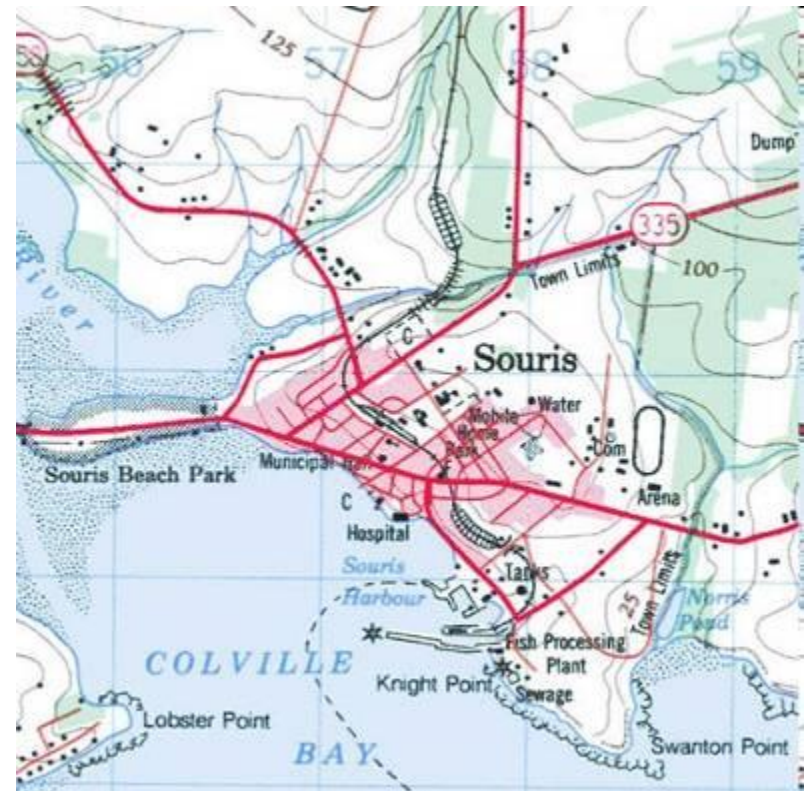


Choice of combinations of colour, fonts and form

Consistency: lettering within a class should be the same (e.g. all major rivers)

Contrast: should be higher between major classes than within a class type

Harmony: avoid many type faces (fonts); use different forms instead



2. General rules of Positioning

Positioning is an **extra** visual variable that symbols don't have:

- This can complicate digital mapping as it's less easy to define

General rules:

A> Minimize ambiguity in what the name refers to

B> Choose minimum interference with other map elements:

lettering is movable - symbols are not

C> Horizontal lettering where possible, except:

..... if there is no space available (points) or

.....feature is not horizontal (areas/lines)

- Lettering lined up with parallels instead of horizontal
- Lettering curved to avoid / reduce overlap / interference
- Density of names leads to some ambiguity

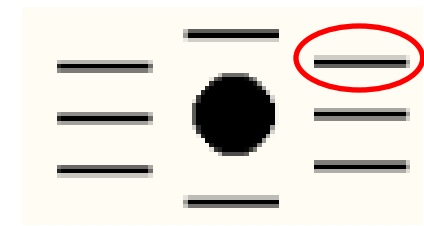


Points: ArcGIS default, top right label position

There are 8 possible positions for names.

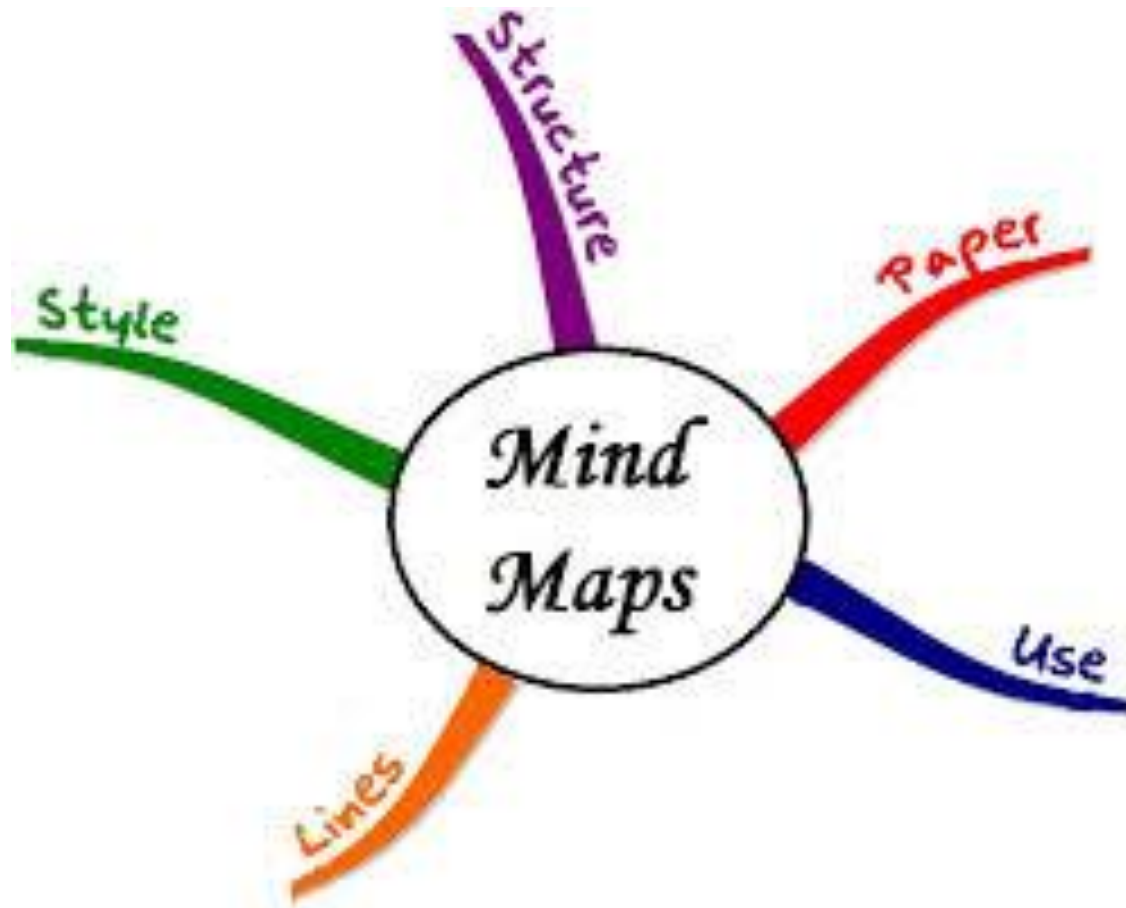
Top right is best default but not always

- Based on manual cartography methods

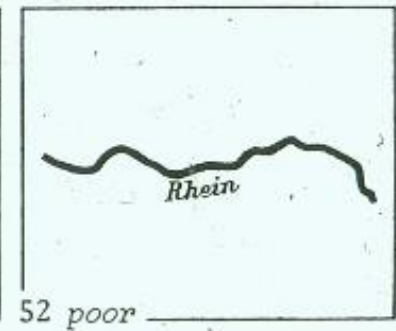
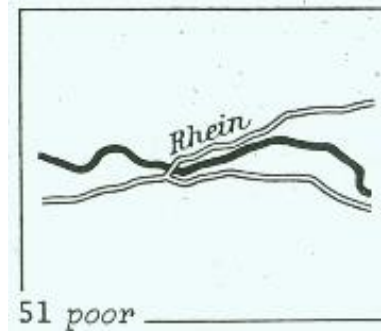
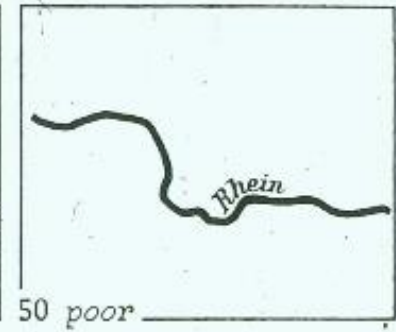
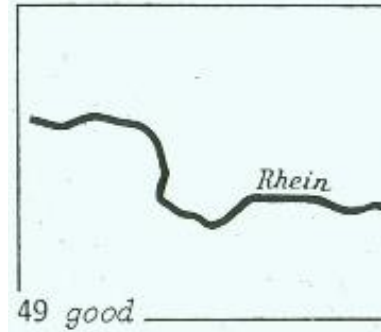
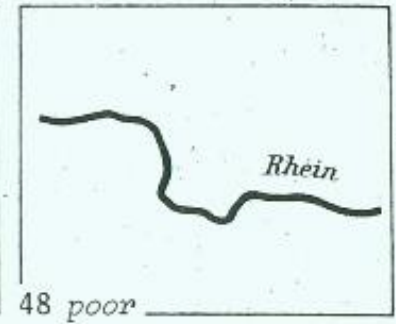
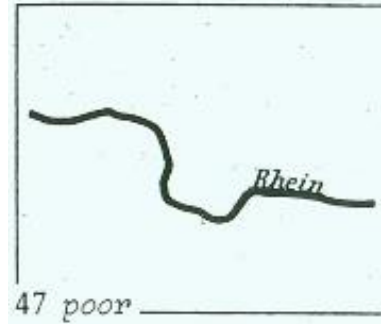
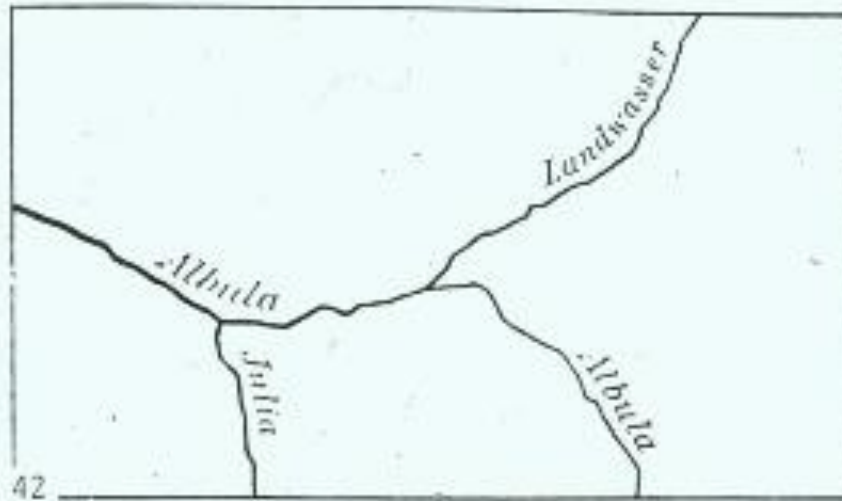


Line symbols labels

- A> Follow the orientation of the line (river, road, etc.)
- B> Find a relatively straight piece to label
- C> Label above the line, enough away so descenders don't cross it

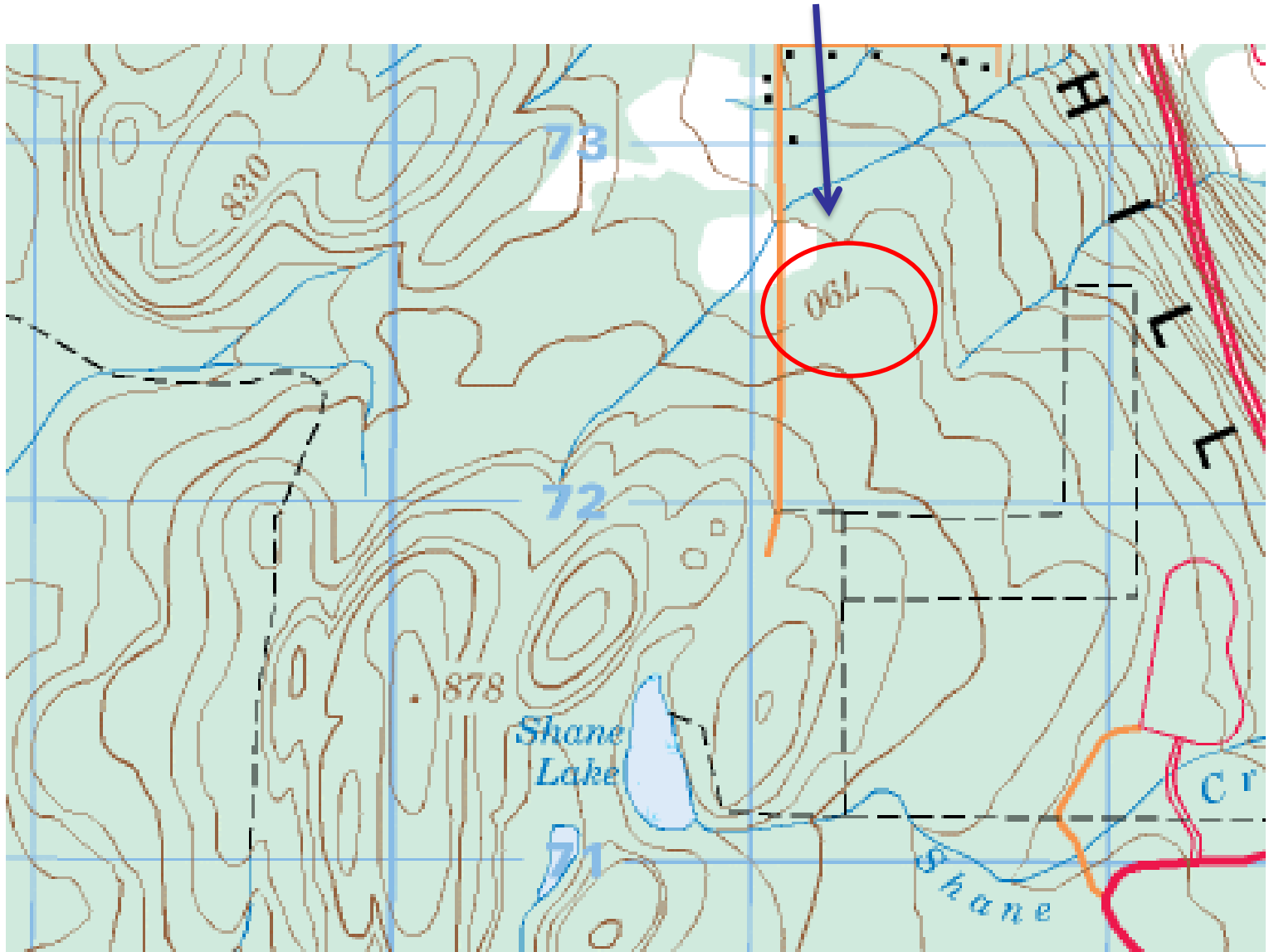


Line symbol labels



Examples from Eduard Imhof ... 'Swiss Guru'

Lettering should not be beyond the vertical ... the **only** exception (?) is contour lines, where lettering tops can 'point uphill' to show terrain form



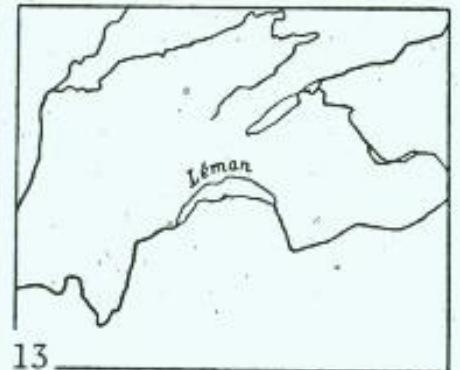
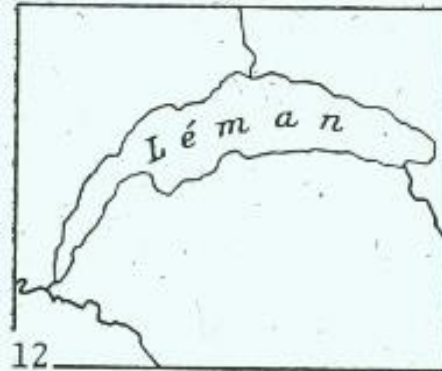
.... And not usually 'just a bit off vertical' which can look like an accident

Area symbols

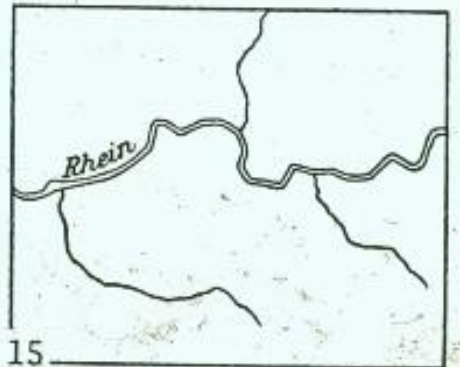
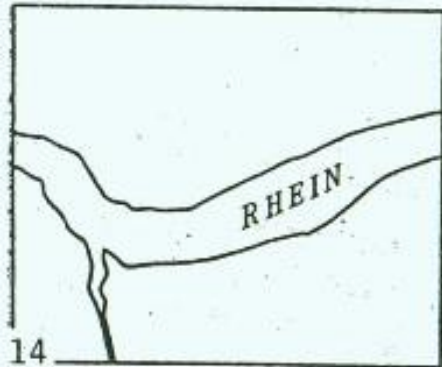
A> Lettering totally inside the area



B> If too small, label as if a point

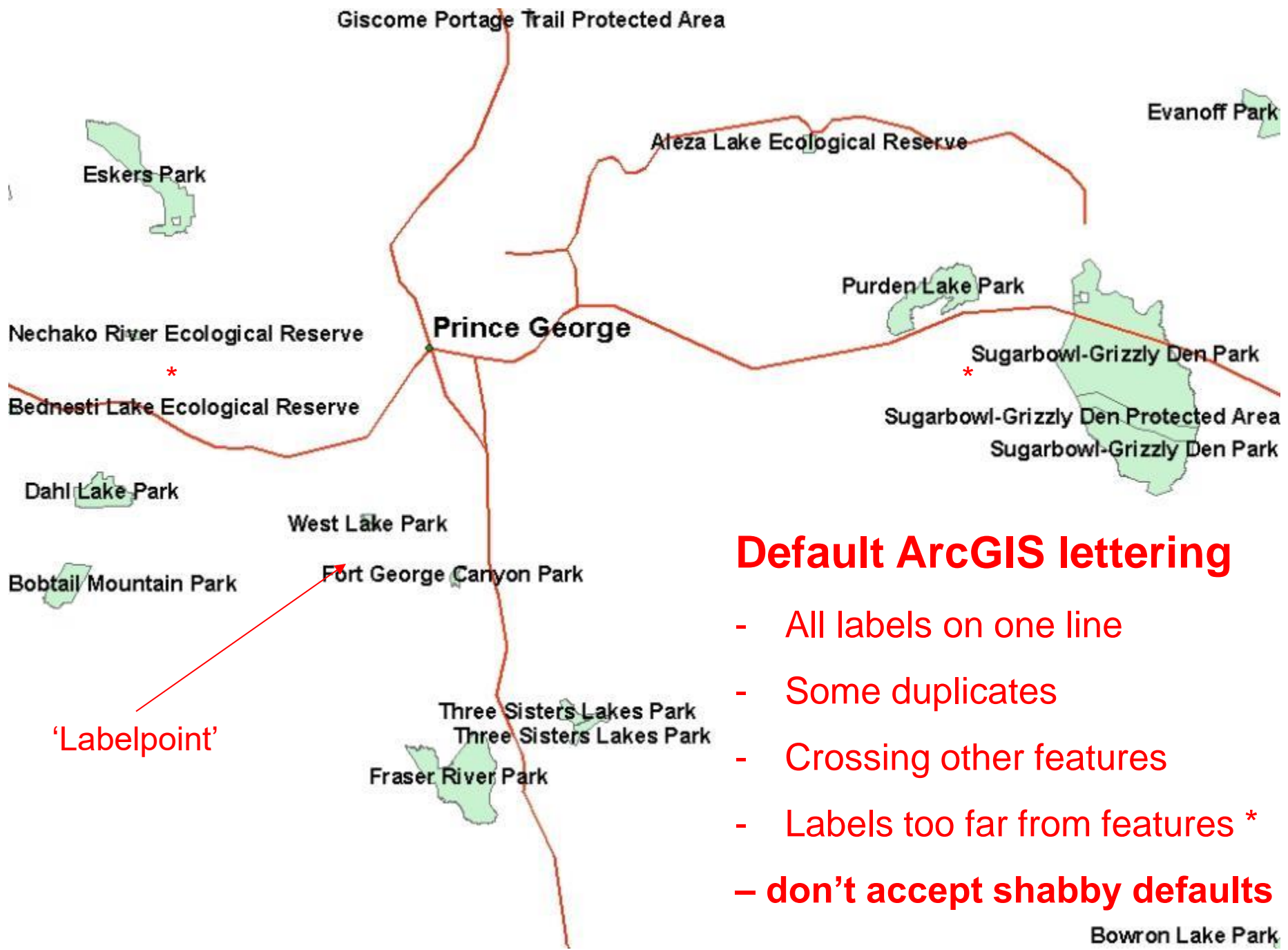


C> Orient lettering to fit area shape, curve as needed



D> Space lettering if area is large, evenly but not > 4 x letter height, Serifs are useful in spaced names

Examples from Eduard Imhof



Default ArcGIS lettering

- All labels on one line
- Some duplicates
- Crossing other features
- Labels too far from features *
- **don't accept shabby defaults**

Mount Robson Provincial Park

Berg Lake Trail



LEGEND

Facilities

- | | | | |
|--|--------------|--|------------------------|
| | Ranger Cabin | | Emergency Services |
| | Hiking | | Campground |
| | Viewing | | Meals, Gasoline |
| | Parking | | Wilderness Camping |
| | Picnic Area | | Telephone |
| | Information | | Shelter - day use only |
| | Washrooms | | Mountain Biking |

Points

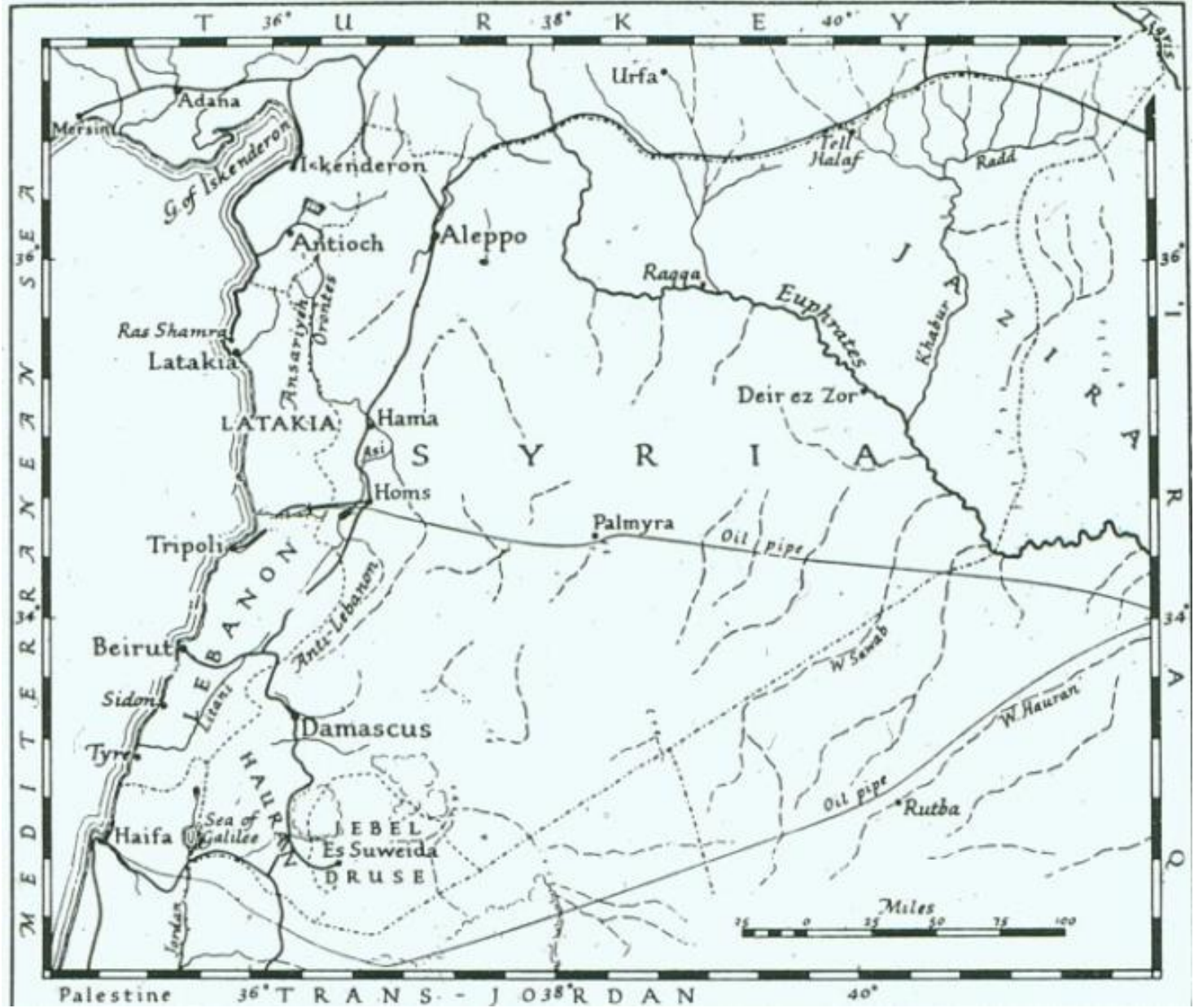
horizontal,
close to point

Lines

Along (above)

Areas

centred, with
spacing and
orientation

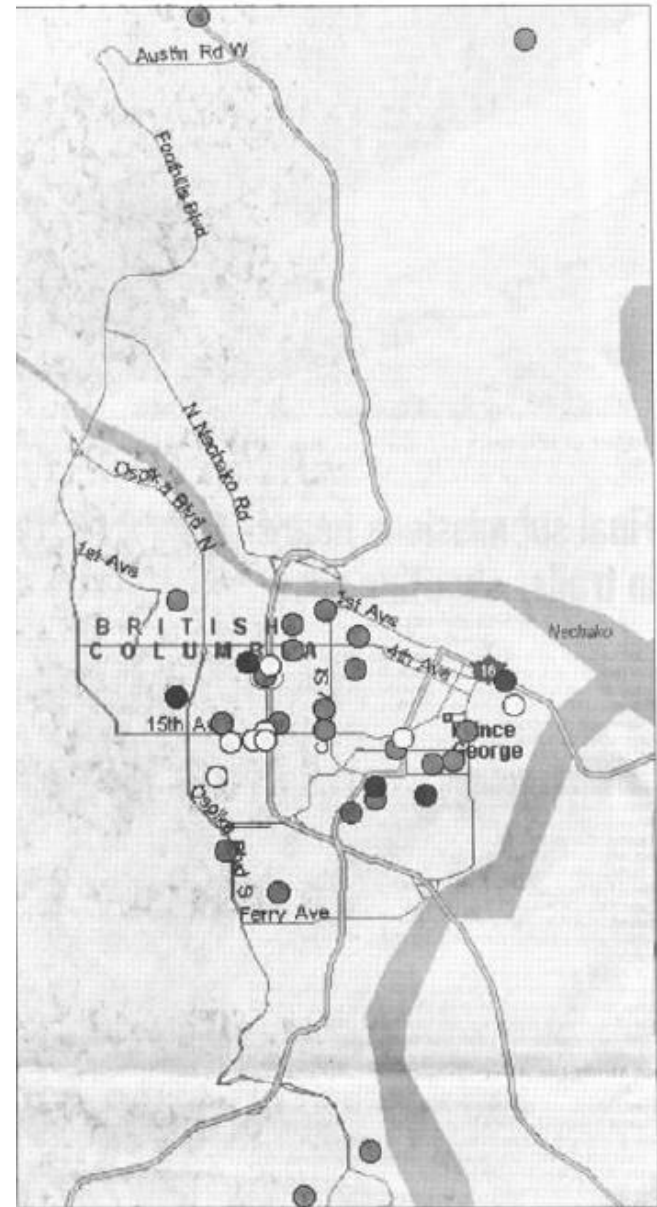


Good example of hand lettering

1978 'The Sheaf' -University of Saskatchewan
 Iran hostage crisis – Murphy's Law ?



Prince George Citizen, 2008



Part of a World map - following all the lettering rules



ArcGIS lettering / labelling guide: (the main points are covered in the lab)

<https://pro.arcgis.com/en/pro-app/latest/help/mapping/text/labeling-basics.htm>

Toponymy: the study of placenames

English place name endings and meaning

by	village, town	(viking)
dal /dale	meadow / valley	(viking)
ford	ford	
hurst	wooded hill	
knock	hill	(gaelic)
minster	large church	
pool	harbour	
shaw	wood	
stead	place	
ster	farm	

These could tell us about the local geography, but not when they are copied ... but we have indigenous names

Indigenous place name examples

Lheidli Confluence

Nagwentled Landslides

Nanaimo Big strong tribe

Kakwa Porcupines

Poboktan Burrowing Owl

Winnipeg Muddy waters

Bugaboo: Object of baseless terror

Canada (Kanata) village - settlement

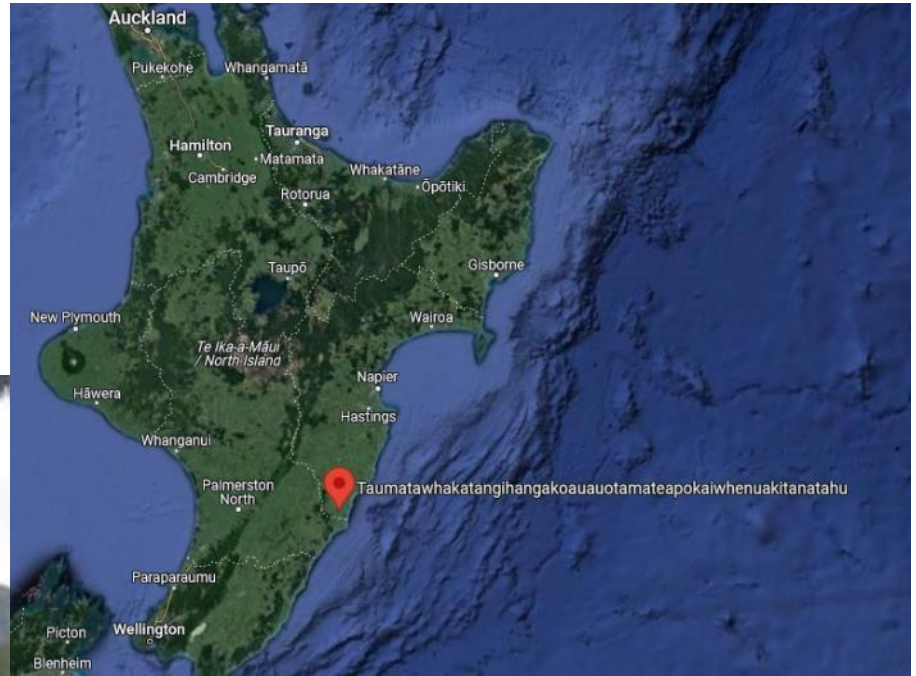
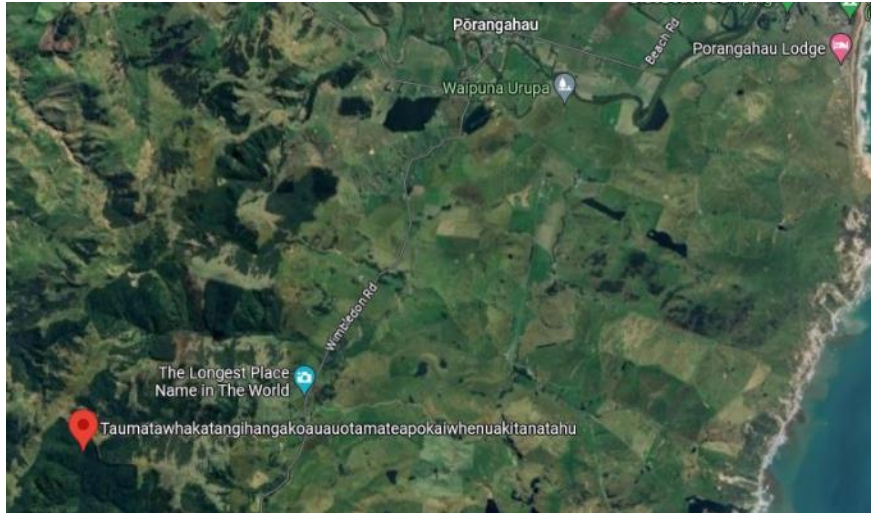
Canada's longest placename:

Pekwachnamaykoskwawaypinwanik Lake

where the wild trout are caught by fishing with hooks."



World's longest placename



TaumatawhakatangihangakoauauoTamateaturipukakapikimaungahoronukupokaiwhenuakitanatahu

Translates as: "The summit where Tamatea, the man with the big knees, the climber of mountains, the land-swallower who travelled about, played his nose flute to his loved one

One of the equal shortest placenames: Å, Lofotens, Norway

