4. ESTHETICS AND LEGIBILITY - *4A) RELATIVE LOCATION - NAME (POSITIONING)*

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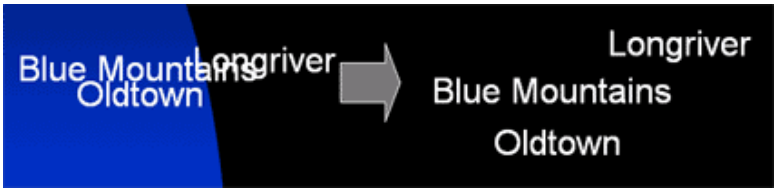
Some rules for placing text in maps:

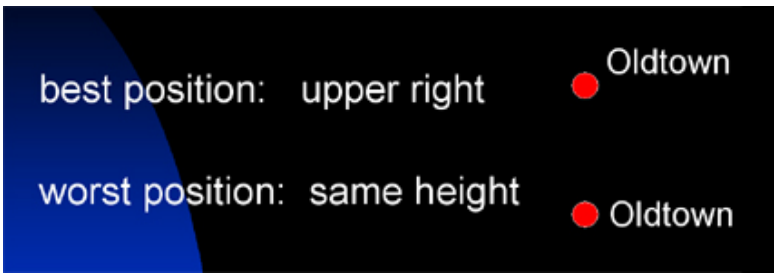
- Names must not overlap each other



- Text should not obscure relevant map information

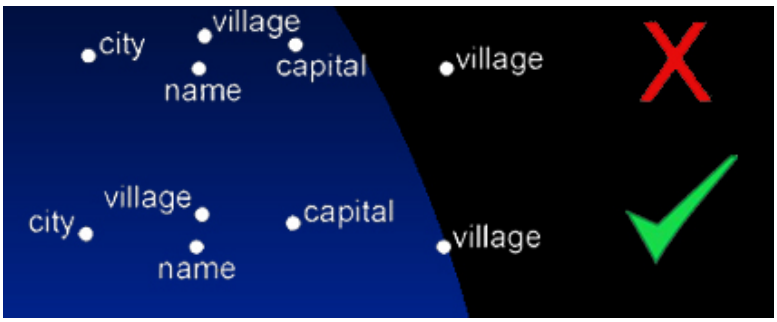
- avoid confusion of symbols and text

- offset (names at linear elements)
- plasticity - level of curvature
- external factors require individual decisions
- visual impact (even distribution)
- wanted versus unwanted variability
- Name placement at **point** objects

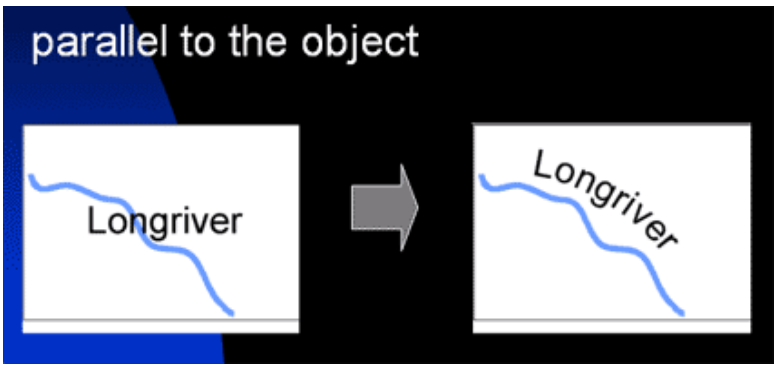


There is a specific order of preference of the location of the name relative to the named point symbol: the favourite position is to its upper right (see number 1 in figure below), the location beneath the

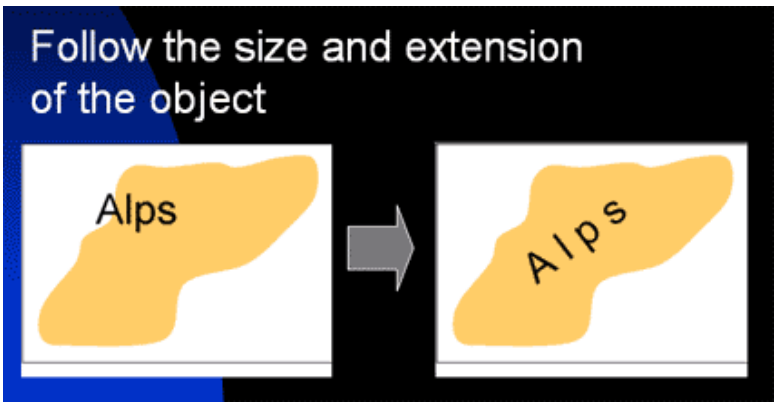
symbol is considered decidedly less effective (#2), and a location of the name on the same line as the symbol, either to its right or to its left, is considered anathema.



- Name placement at **line** objects



- Name placement at **area** objects



- Automatic name placement:

  - Success depends on density of text.
  - 50% to 90% may be solved automatically.
  - Good legibility always requires manual processing.

- Remember a very important guiding principle

  "position the name so as to optimize the association between name and object"

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