

3. GRAPHIC VARIABLES OF TEXT - 3C) PLASTICITY

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Use plasticity (let the text curve along the geographical object):

- to support the association between name and object
- to avoid confusion with other names
- for efficient use of space

and:

- take care of unwanted associations - e.g. border-crossing areas, take care that the complete geographical object is named



- guard coherence (the dispersed letters should still form one name)
- maintain esthetic appearance (smoothen curved names following rivers)



Ghaghara not too coherent here



better



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