4. ESTHETICS AND LEGIBILITY   <previous - next>

When producing a map it all comes down to conveying information. In order for the communication to succeed one should take into account many aspects (symbolization, use of appropriate colours, etc. ...). Names placement is one of them, in order to produce a readable map that is not cluttered with illegible placenames the following should be taken into consideration:

a) relative location symbol - name (positioning)

b) coherence of name (in spaced or divided words)

c) orientation of name

d) abbreviation/division

e) general impression of map