

Don't Judge a Campus by its Map: A Redesign of the Texas State University Campus Map

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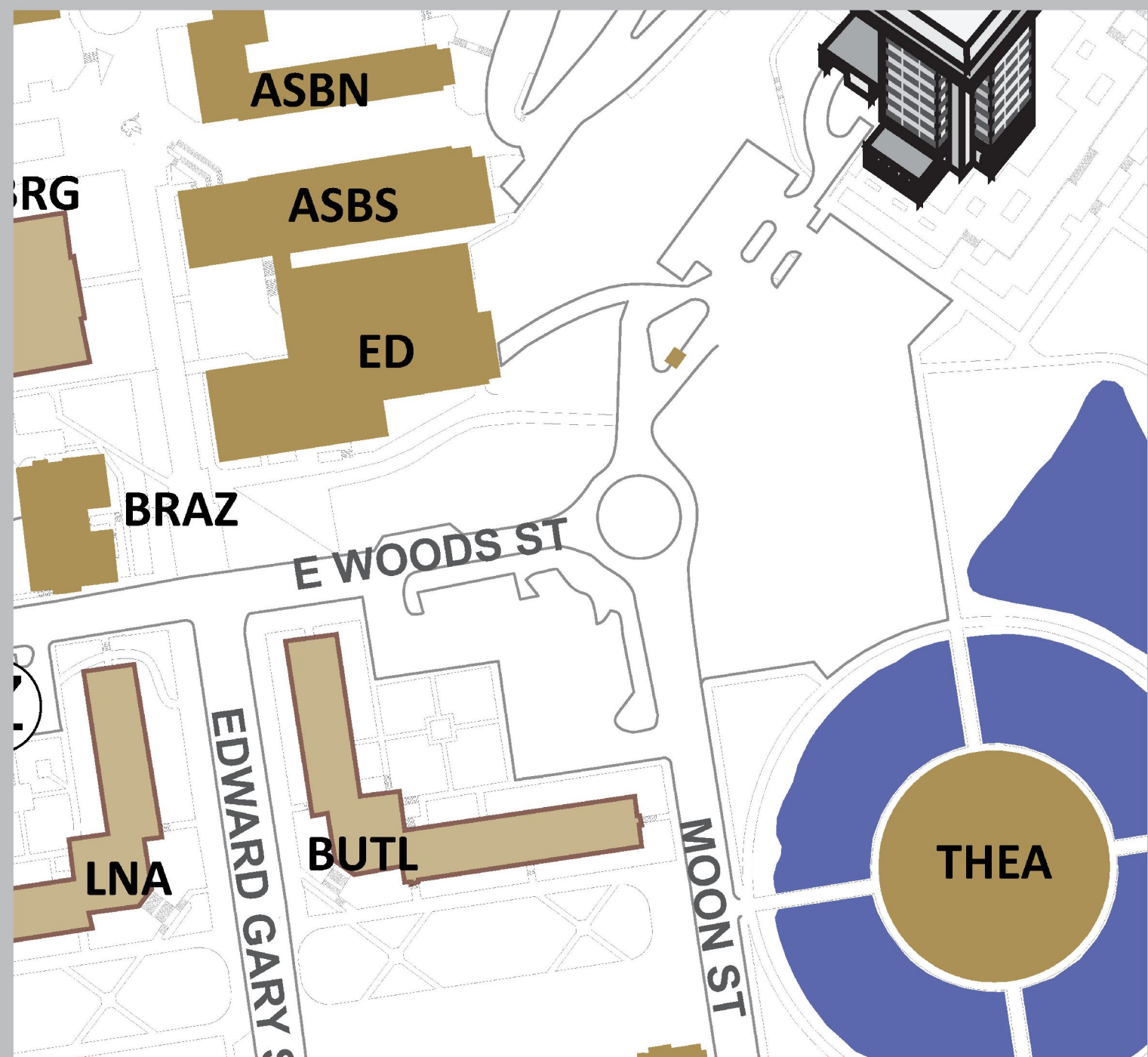


This cartographic poster presents a reimagination of the Texas State campus map using two different artistic design and cartographic generalization approaches to increase map readability, function, and overall appearance.

PURPOSE

DESIGN

One approach transforms real life colors and details into a cartoon-like map segment. The other approach utilized a simplistic modern style with color inspiration from the river that flows through the campus.



Problems

Unclear figure-ground separation



Desaturated colors for background and saturated buildings and labels

Labels not aligned or centered

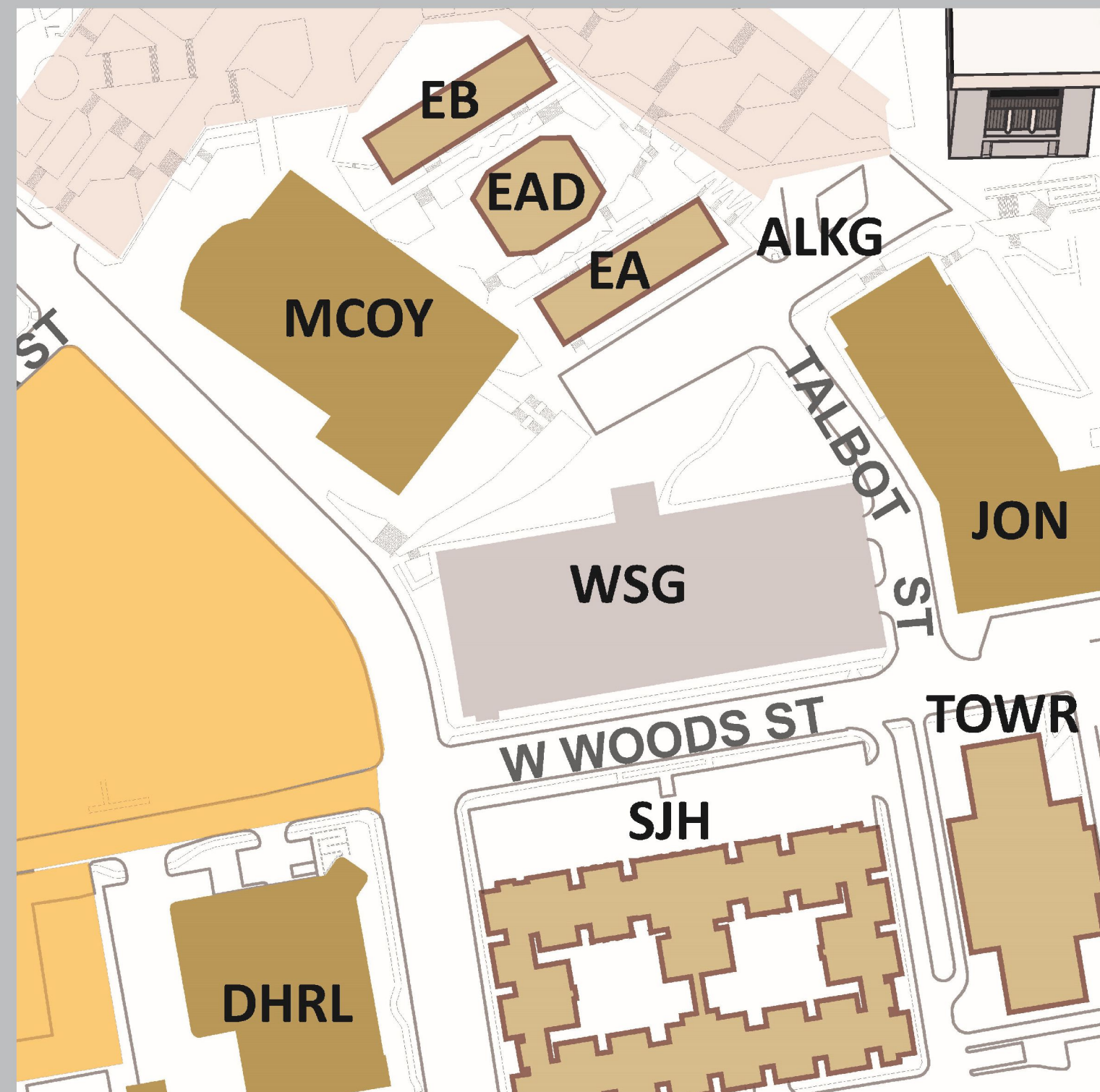


Labels clear and centered on features

Confusing walkway continuity



Used 3D buildings and shadows to imply continuity



Inconsistent labeling colors for buildings and parking lots



Uniform, dark colors applied to buildings and parking lots

Unnecessary detail in walk ways



Simplified and exaggerated walkways using consistent color

Unstructured font variables for mapping categories of features



Change in various fonts, font size and color to categorize features

Solutions

