

Map Design and Communication

GIS I: Organizing Principles



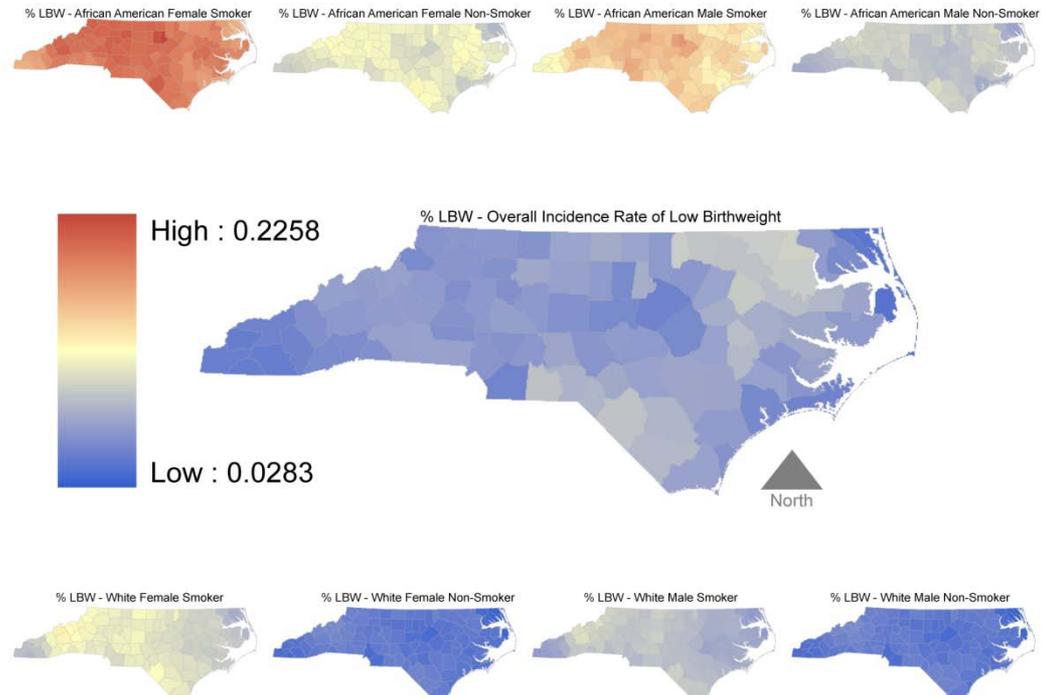
- **Identify map design fundamentals**
- **Explore GIS as a communication and outreach tool**
- **Work with layouts**

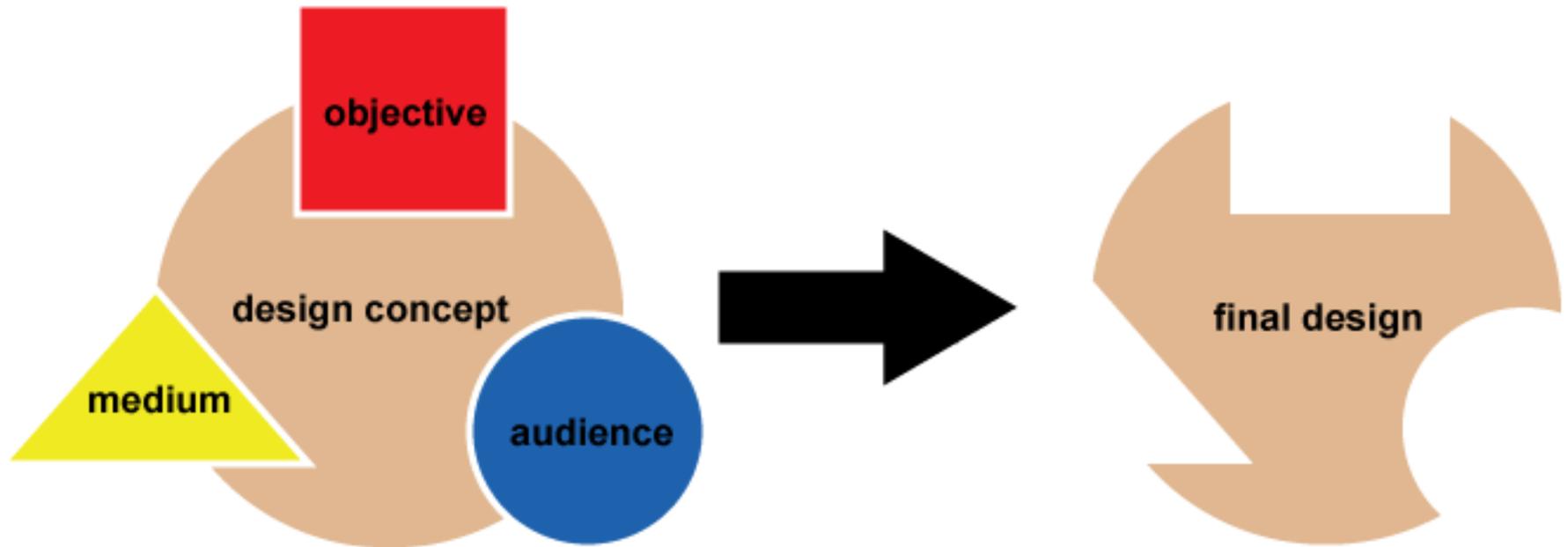
- **Map objectives**

- **Share information**
- **Highlight relationships in space**
- **Tell a visual story**

- **Design objectives**

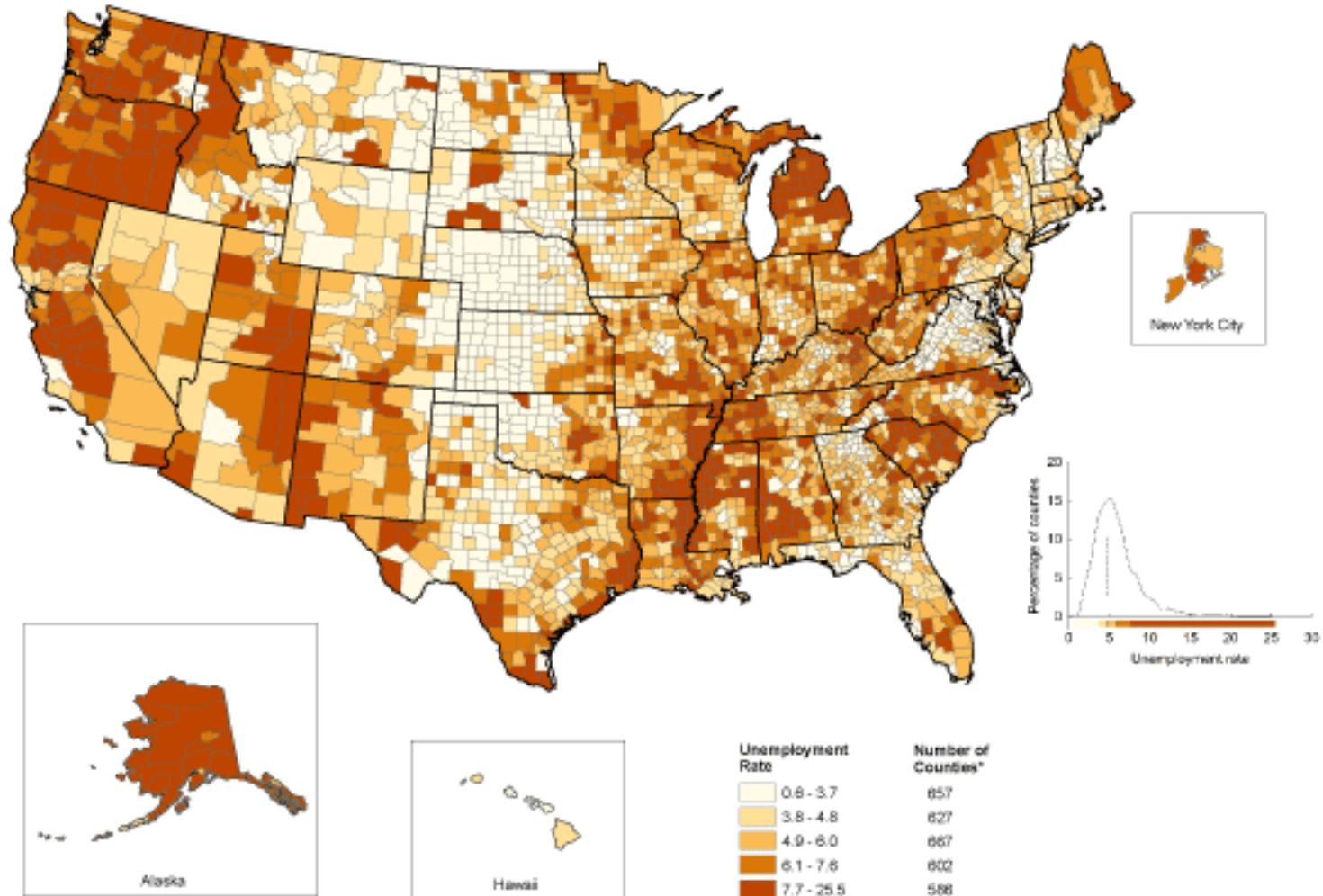
- **Manipulate graphic characteristics**
- **Clearly communicate map objectives**





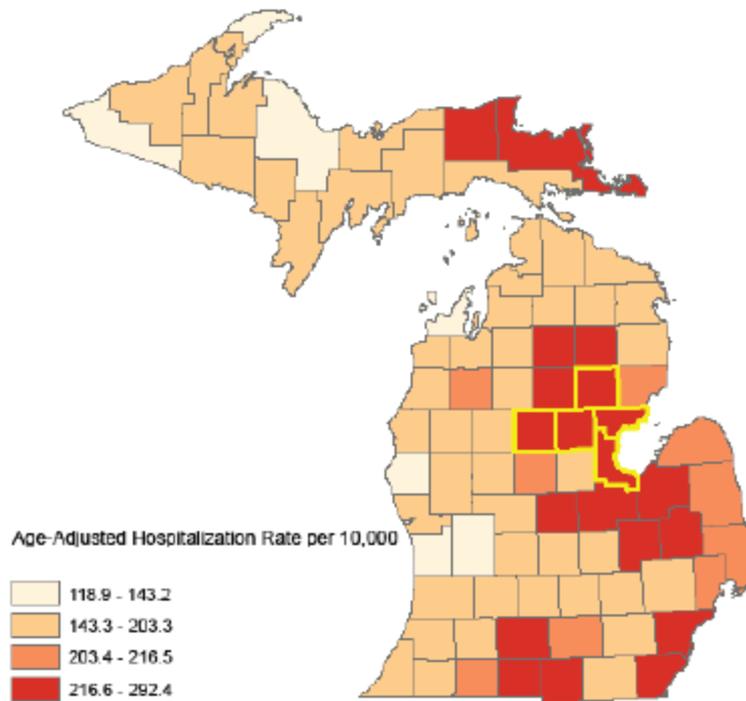
- **Included features**
- **Projection**
- **Linework**
- **Colors**
- **Labels**
- **Other text and graphics**

Unemployment Rate, 2004



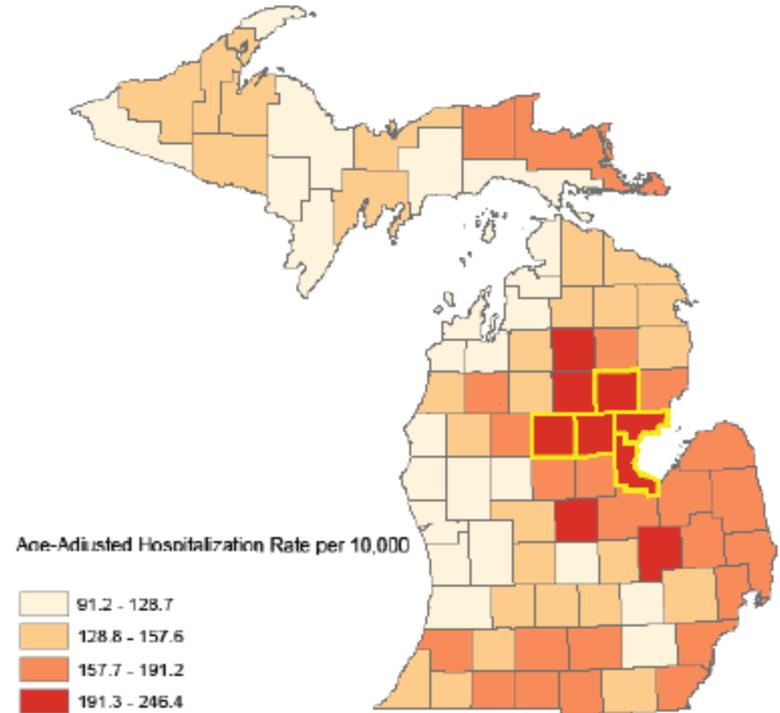
The Product (Michigan Example)

AGE-ADJUSTED HOSPITALIZATION RATES
FOR CARDIOVASCULAR DISEASE BY COUNTY, 2002-2006



MICHIGAN RATE: 203.3

AGE-ADJUSTED HOSPITALIZATION RATES
FOR HEART DISEASE BY COUNTY, 2002-2006

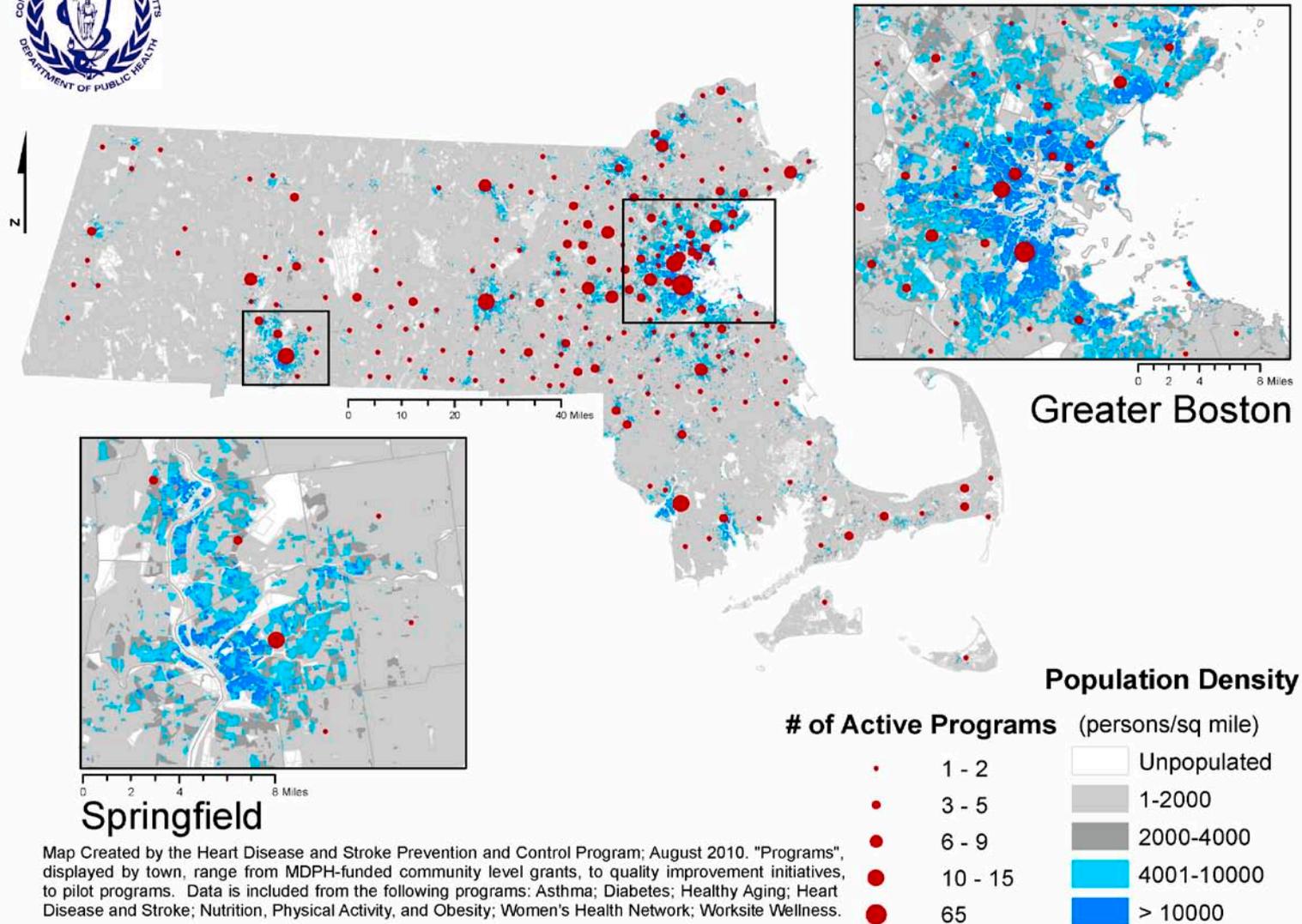


MICHIGAN RATE: 157.6

The Product (Massachusetts Example)



Division of Prevention and Wellness: Distribution of Active Programs



Map Created by the Heart Disease and Stroke Prevention and Control Program; August 2010. "Programs", displayed by town, range from MDPH-funded community level grants, to quality improvement initiatives, to pilot programs. Data is included from the following programs: Asthma; Diabetes; Healthy Aging; Heart Disease and Stroke; Nutrition, Physical Activity, and Obesity; Women's Health Network; Worksite Wellness.

Impact Areas

- Document burden
- Inform policy
- Enhance partnerships
- Facilitate integration