A3 critique

Notes

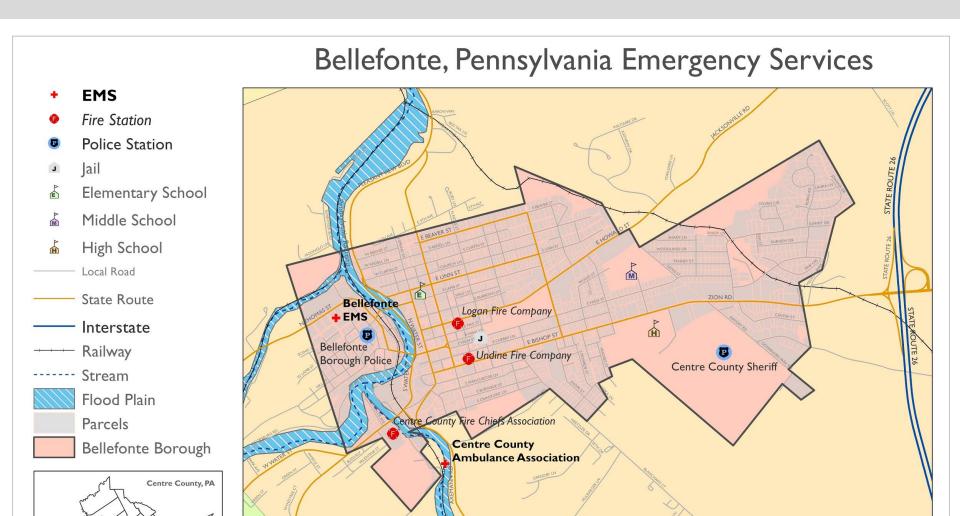
- We will critique <u>everyone's</u> submission
- Please refrain from speaking while your map is being discussed, you will have time at the end to talk about each of your design decisions

A3 overview

In making your emergency response map you should have done the following:

- Effectively symbolize the features of the map (this means adding the layers that are <u>most appropriate</u> given the intended use of the map
- Create a visual hierarchy
- Create/use/insert custom symbols for point features
- Create a page/map layout
- Create/use custom colors

Good examples

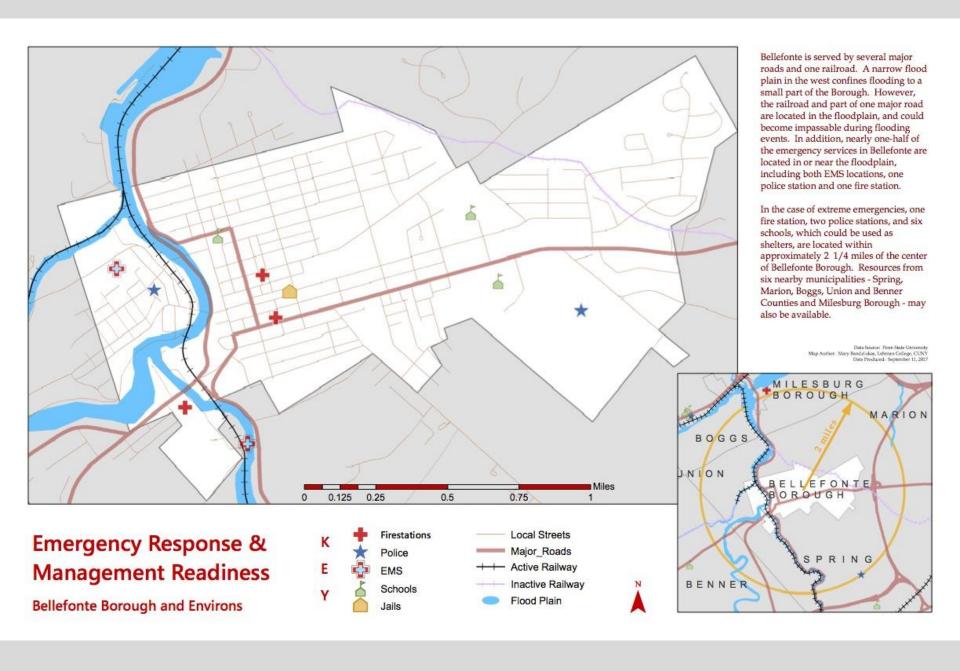


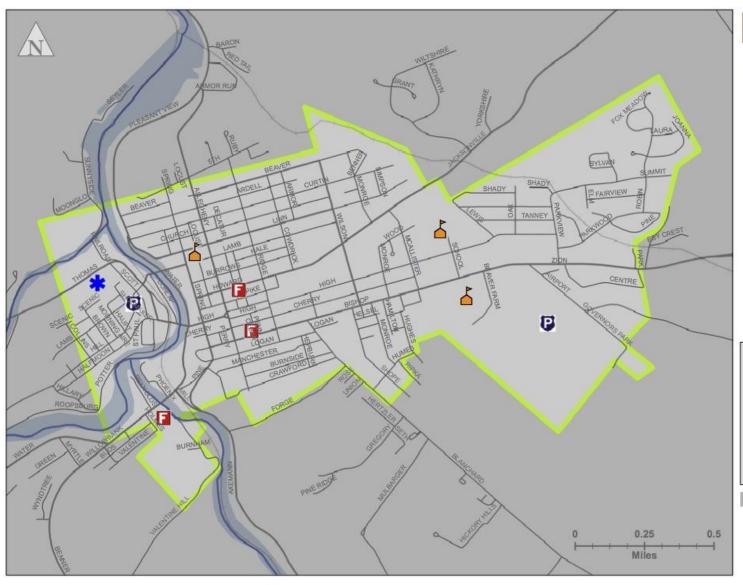
Date: 9/8/2017

Prepared by Kurt Cederholm

Area of Detail

Sources: PennState University, Department of Geography





Borough of Bellefonte

Emergency Response Resources and Facilities

- Schools
- **EMS Services**
- Fire Stations
- Police Stations
- Flood Plain



Centre County

Data courtesy of Centre County, PA Map generated by Brian Morgan

L4

Intro to TYPOGRAPHY, working relations, how to choose

What is typography?

What is typography?

"Like oratory, music, dance, calligraphy-like anything that lends its grace to language-typography is an art that can be deliberately misused. It is a craft by which the meanings of a text (or its absence of meaning) can be clarified, honored and shared, or knowingly disguised." - Robert Bringhurst, from The Elements of Typographic Style

What is typography?

The style and appearance of printed matter...-dictionary.com

OR

The <u>visual component</u> of the written word...-practicaltypography.com



If you can read this you pass the class:)

The importance of typography is difficult to state, largely because it is so pervasive

Typography affects how **what is written** (i.e. your content) is <u>perceived</u> and <u>processed</u>

As a result, typography is heavily utilitarian in its implementation

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Which is more legible?

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Which is more legible? Why?

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Also remember last week when I said to think of different typefaces as different personalities...

Typography is not only about the legibility of your information, but about its style as well

Typography can be **bold**, slim, **warm**, or **AUSTERE** and everything in between

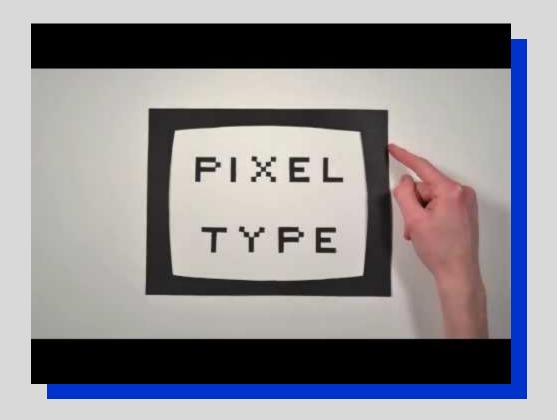
A brief history of typography

I won't bore you with a history lesson...

A brief history of typography

I won't bore you with a history lesson...but I **WILL** let someone else do it

A brief history of typography



Source: Ben-Barrett Forrest

Many people think about the words **typeface** and **font** in the following way

Source:http://bit.ly/2xrGfe5

Many people think about the words **typeface** and **font** in the following way

TYPEFACE = FONT

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TYPEFACE ≠ **FONT** >> **REALITY**

A **typeface** is a set of typographical symbols and characters. *Essentially*, it's the letters, numbers, and other characters that let us put words on paper (or a screen)

Source: http://bit.ly/2xrGfe5

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TYPEFACE ≠ **FONT** >> **REALITY**

A **typeface** is a set of typographical symbols and characters. *Essentially*, it's the letters, numbers, and other characters that let us put words on paper (or a screen)

A **font** is a complete character set *within* a typeface, often of a particular size and style.

Source: http://bit.ly/2xrGfe5

Most people say font when they mean typeface, or type family

Type families are groups of typefaces with related designs

Helvetica is a typeface

Helvetica Light Size 36 is a font

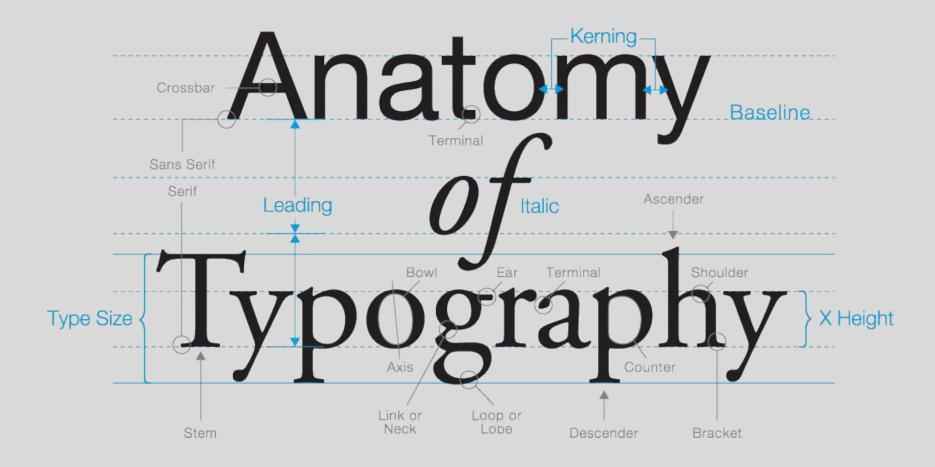
Type classification

If you did the reading then you'll be familiar with these terms...

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Stroke, **serifs**, terminals, **baseline**, cap height, **x-height**, descenders, **ascenders**, counters, **bowl** <<<

A refresher



There are many different ways to classify typefaces

Some important ones are...

- Serif
- Sans serif
- Display
- Text
- monospace

Cambria is a serif typeface

Muli is a sans-serif typeface

IMPACT is a display tvneface

Droid Sans Mono is a monospace typeface

...and so on and so forth

Text fonts are characterized by their ability to retain legibility while decreasing in scale

Text fonts are often contain <u>serifs</u> and are unadorned, but that is not a strict rule

You will likely use text fonts for map labels or for large sections of copy

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Have you read a novel lately that was **not** set in a serif typeface?

Display fonts are characterized by their distinctive and decorative letterforms, which can be difficult to read at small scales (i.e. they are usually set in a large size)

You will likely use display fonts for map titles or similar blocks of text, which is to say **sparingly**

Display fonts can easily overwhelm the image and can be incredibly **cheese ball**

Thus, use with moderation (see how I'm saying this twice)

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Stroke, **serifs**, terminals, **baseline**, cap height, **x-height**, descenders, **ascenders**, counters, **bowl** <<<

You should be familiar with these terms because they are **conventions**, and when you want to adjust them in a program like Inkscape, they *mostly* translate

At a minimum, you should be somewhat familiar and comfortable with the following terms/concepts as they relate to typography...

Source: http://bit.ly/2xrGfe5

Kerning is the adjustment of the spacing between individual characters

Tracking is the spacing of a group of characters

These two are often confused, but the way I remember them is that *Tracking* sounds like a long line of railway tracks, whereas *Kerning* sounds like kernel, which is an individual object

Leading refers to vertical space between lines of print or text

In the old days of printing and setting blocks of type, <u>strips</u> of lead were inserted between the lines according to how much space was required

Leading's role in typography is to generate sufficient space between the lines to make it <u>readable</u>

As with all matters of typography, it is a balance between reading comfort and aesthetic style

Alignment

Generally text should be <u>left</u> <u>aligned</u>, simply because we are used to reading that way

Only consider centering or right aligning text if it is a small amount, such as a heading or caption

Also, justifying text (where it has a straight edge on both sides) should be used in moderation too. It looks nice and neat in some situations, but too much of it will make a layout look rigid

Additionally justifying in a small column size can cause irregular spacing as between words as the software attempts to adjust your text to fit

Alignment

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Alignment

Left aligned

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Right aligned

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Center aligned

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Justified

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Measure

This refers to the length of lines of text in a paragraph or column, but most people tend to just refer to it as <u>column width</u>

Measure is an important thing to get right in typography as it can be *crucial* to the readability of the text

If the measure is too wide the text may be difficult to read as the eye has to move a lot more after each line is read. If it is too narrow it can also be tiring on the eye to read, as the eye is constantly moving back and forth

A narrow measure will also lead to a lot of hyphenation, which we want to avoid if possible

Measure

Too narrow

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Too wide

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Rag

This is the uneven vertical edge of a block of type, most commonly the right-hand edge, as in the case of left-aligned text

It is important to pay attention to the rag, as it can affect readability in a big way. If the rag is not very good, it can be very distracting on the eye, as you read down a column

Usually it can easily be fixed by reworking the line breaks, or by editing the copy

Rag



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Too much inconsistency



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Mo' better

Widows and Orphans

If a single word or very short line is left at the end of a column it is called a <u>Widow</u>

Likewise if the same is left at the top of the following column this is called an <u>Orphan</u>

Both of these are considered <u>bad typography</u> as they cause distracting shapes in a block of type

They can usually be fixed easily in the same way as with rag-issues, by reworking the text or line breaks

Widows and Orphans

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Widow

Orphan

1. Know your families

- 1. Know your families >> GHOTM
 - a. **G**eometric
 - b. **H**umanist
 - c. Oldstyle
 - d. **T**ransitional
 - e. <u>M</u>odern
 - f. **S**lab serif

2. Combine sans-serif with serif typefaces, and vice versa

2. Combine sans-serif with serif typefaces, and vice versa

Work Sans Georgia

2. Combine sans-serif with serif typefaces, and vice versa

Georgia Calibri

3. Avoid combining similar fonts (where's the contrast huh?)

Work Sans Roboto

4. ¡Contrast is key! (remember moderation tho)

Playfair
Roboto
Condensed

5. Two typefaces <u>should suffice</u> for most situations, use three only when absolutely necessary

Playfair Roboto Cambria

6. Avoid mixing moods and/or eras



6. Avoid mixing moods and/or eras

CASSAR DRESSING Roboto Slab

Lobster



ick!

Type rules, some dos some don'ts

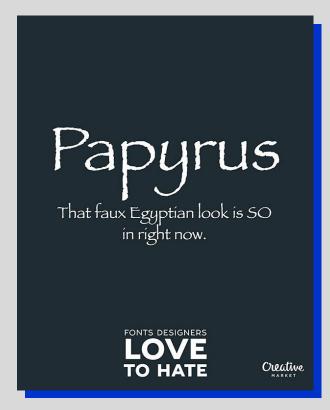
7. Use different weights in the same family (...to establish what?)

Roboto Bold Roboto Light Roboto Thin

Source: http://bit.ly/2gX63rc

Type rules, some dos some don'ts

8. Avoid these typefaces like the plague!

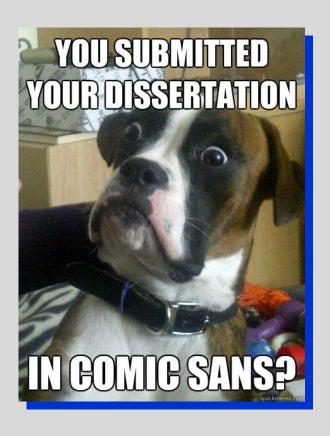




Source: http://bit.ly/2gX63rc

Type rules, some dos some don'ts

8. One more time for emphasis



Using typography effectively in your maps or designs is simply a matter of <u>understanding</u> and <u>application</u>

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Thus, it is not necessary for you to memorize which combinations of typefaces work well together

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Why?

Using typography effectively in your maps or designs is simply a matter of <u>understanding</u> and <u>application</u>

Thus, it is not necessary for you to memorize which combinations of typefaces work well together

Why? Because the **Internet**

- Beginner's guide to pairing fonts
- Font combinations from Canva
- <u>Fontpair</u> by Hayden Mills >> for **GoogleFonts**
- Typewolf recommendations
- <u>55 free typefaces for designers</u> by CreativeBloq

Typography, where is the good and free?

What to do when you have champagne tastes, but only beer money?

Typography, where is the good and the free?

Thankfully, it is not terribly difficult to avail yourselves of beautiful, free typefaces

GoogleFonts is a good place to start

Typography, where is the good and the free?

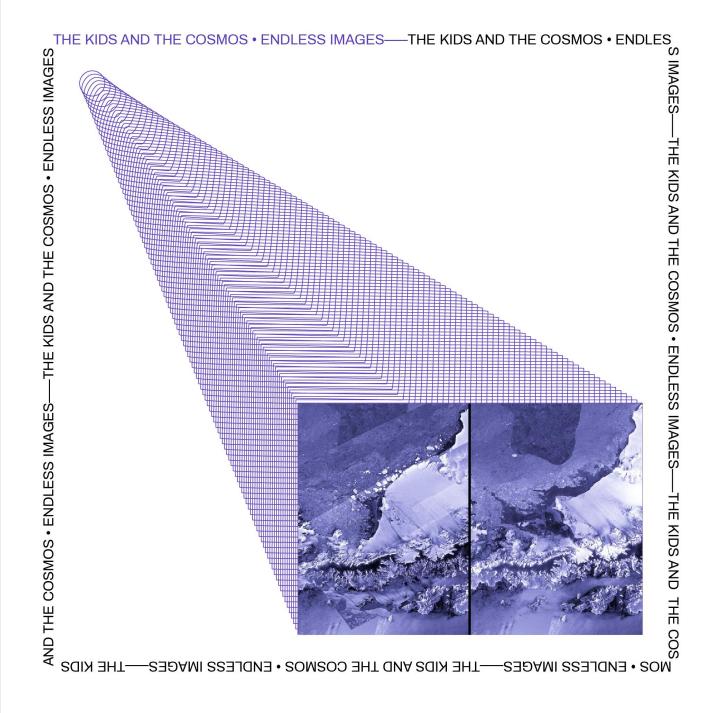
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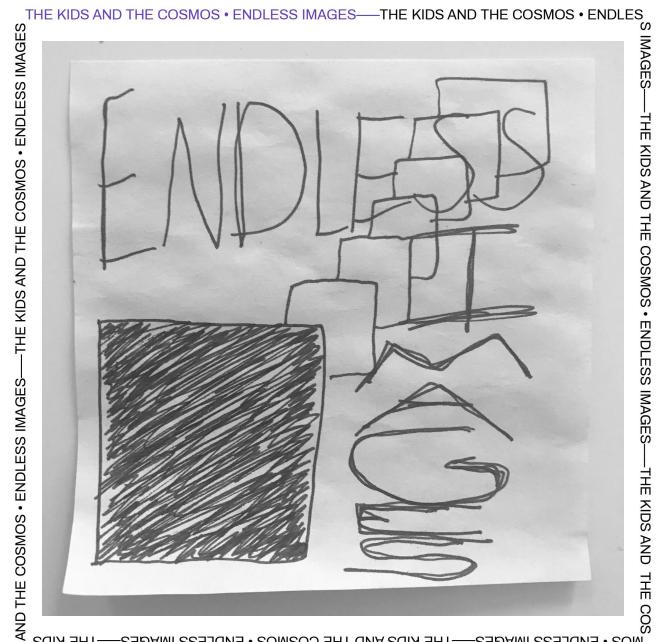
However, the truth is that if you want flashy, name-brand typefaces...you have to pay \$\$\$

But don't let that stop you. **Good design** is rooted in the ability to find effective, creative solutions to all sorts of problems, visual or not

Album art with text set in ARCHIVO, a Google font



Album art with text set in ARCHIVO, a Google font



-THE KIDS AND THE COSMOS • ENDLESS IMAGES-MOS • ENDLESS IMAGES-

Bad typography...is all around us







400000





A disabilities act, long in planning, is finally law

Before Leaving for Christmas vacation, President Obama signed a law that allows people with disabilities to open tax-free savings accounts to pay for cer-

tain life experience.

That is a big cleal. Until now, people with disabilities conduct so what the rest of us can set sadde money, safe from the IRS, for certain purposes. Before this bar, money saved contidde a treat account disequalified those with disabilities from Before disabilities from Before from the IRS, for certain purposes. Before this bar, money saved contidde the set before account disequalified those with disabilities from Before disabilities.

test from Nedfoulds haved benefits and Social Security.

Action of the Security of Securit

roots movements can achieve change — but it can take years to happen. The disability community is easy to overlook and causes languish without relentless lobbying and the right mix of

munity is one yo overtook and causes languish-munity is one yo overtook and causes languish-thood without released belowing and the right mix of which the second property of the control of the According to the Washington Pott, Rick Hodges of Arlington, Virginish came up us with the doct to swring mercy for a daughter with Down optimize. He bought in to the Down Syndrome Association of Sorthern Virginish, at the time, which will be a second of the control of the control of the Association of Sorthern Virginish, at the time, Commission of Sorthern Virginish, at the time, the Association of Sorthern Virginish, at the time, the Commission of Sorthern Virginish, at the time, and Association of Sorthern Virginish, at the time, and the control of the control of the control of the Sociation of Sorthern Virginish, and the control of the Country, who also had a daughed or with home. As the Part and the proposed the ASIL Set and the Country, who also had a daughed or with home personally Procupils a least 50 of the Bill's co-sponence on board. Beek did under personal per-sonal procupil as a least 50 of the Bill's co-sponence on board. Beek did under the con-trol of the Procklern's Commission of the Proceedings of the Procklern's Commission of Procklern's Countrillens, it was because of the pro-tection of the processing of the processing of the state of the Procklern's Commission of the procklern's Countrillens, it was because of the Vision of the procklern's Commission of the processing of the Vision of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of the processing of the pro-tection of the processing of

Will.

Finally this year, the concept became law,
"It's not that people were opposed," said Brett, of
"It's not that people were opposed," said Brett, of
"The Deavy Sentierne, Moordation of Northern Virginia had more than a mention in a report. It had a favorime in Moordation in a report, it had a favorime in Constitutions across
proved the said of the Sential Correlation of the Sentierne Moordation of the Sentierne Moordation of the Sential Correlation Correlation Sentiate Robert P. Casey, a Dermocart from Pennaghania, for embeaching the pro-

crat from Pennsylvania, for embracing the pro-posal.

This was a rare coice, sold Creenbow, of
Themcerate and Republicane, the House and
Themcerate and Republicane, the House and
Themcerate and Republicane, the House and
Creenbase paragitrases Rouald Reagan: "There's
to limit with what you can accomplish, as long
as you don't care about who gets the credit."
Concerning the time it look, he sold, any tax
code changes are challenging, but "If it impor-tate and its does regist thing to do, it's worth

pushing."

The ABLE Act has its limitations, if a savings account balance exceeds \$100,000, for ex-ample, there will be an offset for an individual's SSI check. It mostly helps people who have mon ey to save, tax policy analyst Howard Gleckman

ey to save, tax poney analyst Howard Greekman pointed out.

But still, it accomplishes an important goal.

It allows people with disabilities to save money to achieve the best life possible, just like anyone

Joan Vennochi can be reached at vennochi@giobe.com. Follow her on Twitter @Joan_Vennochi.



Rise of the urban farmer

Farms in the city are very different from the massive fields in the heartland. And so are the peope who tend them.

heartland, churning thousands of acres into produce that fill supermarket shelves country-wide. But in cities — mostly, liberal blue-state citthe first in cities—mostly, liberal base-state for the in-cities—mostly, liberal base-state (like in-the notion of arm is very different. Led by people like liketh, tooky a ferms sur anilla—too losses on less. They liber not drapt, anilla—too losses on less. They liber not drapt, inches in the small frame increment. An urban-fued happening, where healthy, organic, farm-to-table people, where healthy, organic, farm-to-table camera is as important as incremely so well-the famere is as important as incremely one CSA, an entire off the important as incremely one community appeared any increment in the 1890s. CSA are environ on farmers by a share of produce from farmers in advance of the season and thin culties of the contract the contract of th

ROSS, Page K6



Source: http://bit.ly/2h2NcHN

GreenStreets

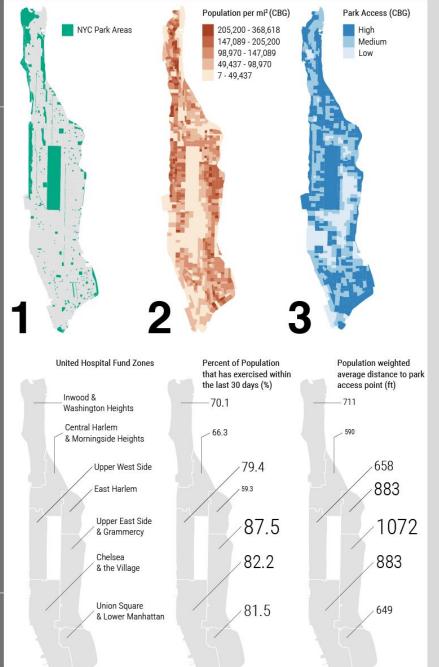
an exploratory analysis of health & accessibility to parks in manhattan

In this study we ask a simple question: Does access to parks (i.e. walkability) effect how much we exercise? We streets only) to calculate the average distance from each census block group to the most proximal park entrance. As you can see to the right, maps 1, 2 and 3 show, respectively, locations of parks in the borough of Manhattan (our study extent), total Census block group population per square mile, and Census block group access to parks. The second row of maps show: United Hospital Fund Zones (tantamount to neighborhoods), the percent of the population within each UHF zone population weighted average distance to a park entrance per UHF zone, which is meant to approximate the distance residents would typically walk areas that have low-medium access to parks, West Side, West Harlem and Inwood. While we did not include any sociodemographic data in our analysis, going forward it may be prudent to do as perhaps there is some latent environmental justice issue that needs

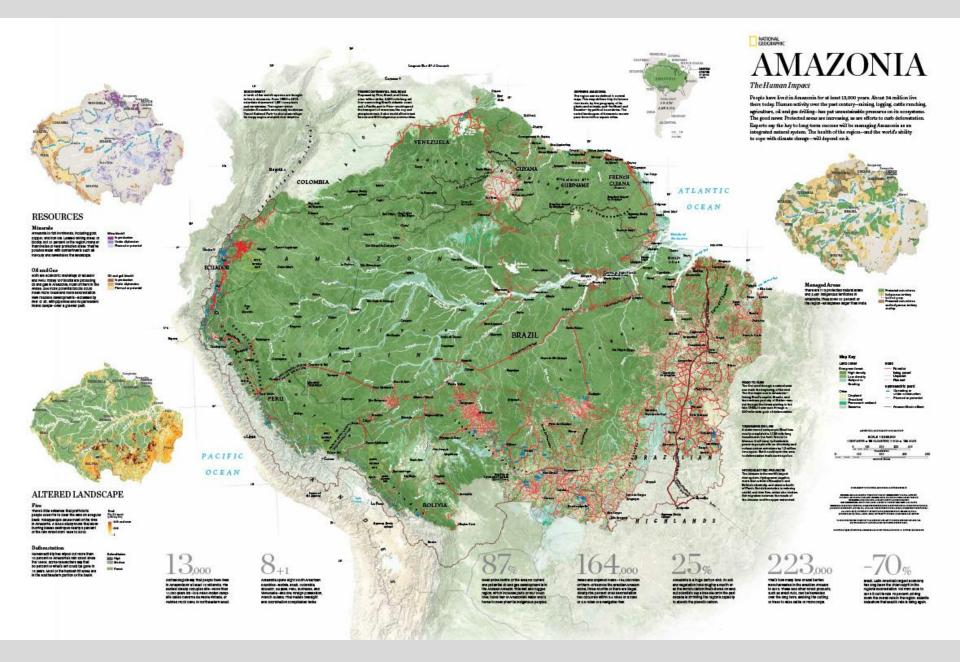
Next we calculated a Pearson's correlation between our variables to gain a deeper understanding of their inherent relatedness. Our calculation yielded an r-value of **0.316**, which suggests-surprisingly-that people who living further away as indicated by maps 5 and 6 in which we see that the Upper East Side & Gramercy have both the largest percent of population who have exercised in the last 30 days while also having to walk the farthest to reach a park entrance. However we cannot rest too heavily upon this Pearson's correlation as it considers data for only 7 areas. Additionally these seven UHF zones are large and extremely heterogenous (as our instructors warned) and so in pursuing this topic further it would make sense to drill down to a lower level of aggregation and consider other variables, such as income or race, or even employment status.

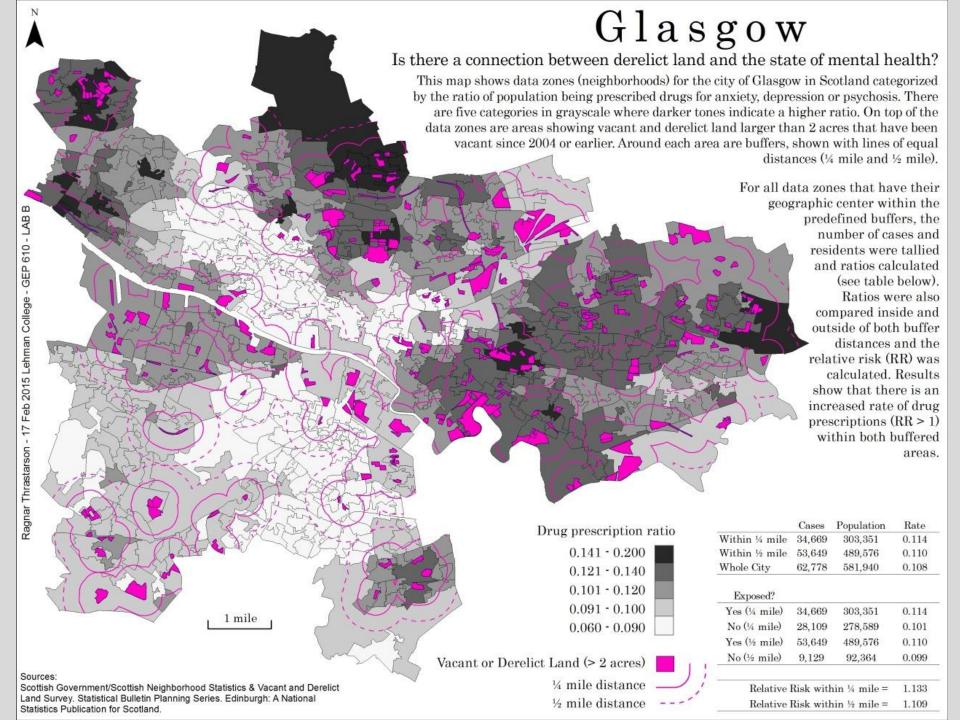
Sources: NYC Department of City Planning, NYC Department of Parks and Recreation, NYC Department of Health and Mental Hygiene 11.5. Census Rugeau

Design & Analysis by Adam Jessup GEP 610 / Spring 2016 / CUNY Lehman College









For next week...

Assignments

- A4 due at 12pm 10.09
- <u>T3</u> due at 12pm 10.09

Readings

- Brewer, 7 & 8
- Lupton, Color
- Robinson, Color in Maps