

# Data Visualization

## i. Map Design Principles:

- Simplicity - Maps should be visually clean, focusing on the most important information while removing unnecessary elements.
- Legibility - Ensure that the map's text, labels, and symbols are easy to read and understand, even when zoomed in or out.
- Balance - Maintain a visual balance on the map by evenly distributing elements, avoiding overcrowding in any particular area.
- Contrast - Use contrasting colors and symbols to make the map visually appealing and enhance the distinction between different features.
- Hierarchy - Arrange map elements in a clear hierarchy, with more important or prominent features receiving greater visual emphasis.
- Consistency - Maintain a consistent design style, color scheme, and symbology throughout the map to create a coherent visual experience.

## ii. Use of Symbology:

- Color - Use color wisely to convey meaning, such as warm colors for higher values and cool colors for lower values.
- Size - Use different symbol sizes to represent varying magnitudes or quantities, ensuring that the size variation is easily distinguishable.
- Shape—Differentiate between various features using distinct symbol shapes, especially when dealing with multiple datasets on the same map.
- Iconography—Utilize appropriate icons to represent specific features or categories, making the map more visually informative.
- Labels—Provide clear and concise labels for important features or regions to enhance map readability
- Transparency—Use transparency for overlapping elements to prevent visual clutter and improve comprehension.

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