



Wisconsin Land Information Association
2019 Pre-Conference Workshop
Cartography: A Map Design Refresher

Brief Description:

Want to learn a few tips on how to design maps that communicate quickly and clearly? Perhaps a primer on everything you forgot from your undergrad map design and cartography class? Then this workshop is for you!

We will cover design tips and tricks that work across all mediums using hands-on examples. Topics will include techniques for:

- creating effective visual hierarchy
- choosing color palettes
- typography selection
- choosing the right map symbols
- designing map layout and
- how to design map elements that enhance your communication

Short, high-energy lectures will be followed by examples. Bring your own spatial datasets to work with or use that which is provided.

Instructor:

Ian Muehlenhaus - University of Wisconsin

Location:

The workshops will be held on Wednesday February 20, 2019 at the Red Lion Paper Valley Hotel in Appleton, WI.

Time:

Afternoon workshop 1:30pm to 4:30pm

Who Should Attend:

Anyone interested in Cartography

Items Needed for Workshop:

Bring your own laptop/device with ArcMap Advanced installed and licensed.

Cost:

Members

Half Day (3 hours) = \$75

Non-Members

Half Day (3 hours) = \$90

Where can I register?

<https://www.wlia.org/annual-conference/registration/>

Seating is Limited Register Now!