

Social and Regional Statistics  
Ref: SOEC 9728001  
Interim report

## **Technical Summary**

**GISCO Lot 5**

**Cartography**

## **Technical Summary – GISCO Lot 5**

The objectives set for the second year of the contract can be distinguished in two categories. The first category comprises the design and production of posters related to various GISCO publications issued under the umbrella term “Statistics in Focus”. The second category refers to the study and implementation of alternative symbolization techniques for utilization on GISCO maps and statistical publications for a suitable portrayal of regional information. This interim report, covers the design and production of posters.

For the National Technical University Cartography Laboratory, the design and production of poster maps has been a challenging project, due the fact that only a small number of posters published internationally, is designed in accordance to cartographic principles.

The poster design process has been viewed as a series of stages beginning with problem identification and ending with implementation. Evaluation, creativity, experimentation and map aesthetics, are parts of the design activity. The basic concepts of graphic composition as they relate to maps have been taken into account and encouraged experimentation. Provided that no one best way to a design solution can be predetermined for all maps, only principles and general approaches can guide the cartographer.

More specifically, thematic map design deals with the arrangement of the map’s elements at each level of the map. The map’s design elements are those marks on the map/poster, that must be arranged into a graphics composition suitable for the map’s communication purpose. The elements include the map’s title, scale, border and symbols. By using visualization and experimentation techniques, the composition elements are arranged to satisfy the design goals. These elements include the planar organization elements of balance, focus, internal organization, figure and a number of contrast elements. Visual acuity plays an important role in design. Specifically for posters - which are not viewed in the way other maps are - the limitations of the human eye must be considered carefully. This process is the only way for an effective cartographic design, where from the reader can gain spatial knowledge and understanding.

It must be pointed out, that special care was taken during the design phase, in order that the GISCO posters establish a “style”. We consider this factor as very important for Eurosta/GISCO, due to the fact that this way GISCO mapping products will be distinguishable in Europe and elsewhere.

In the meeting held in Luxembourg on the 5<sup>th</sup> of July 1999, the map/poster design process was presented to the participating GISCO staff, along with the draft versions of the posters. Copies of the viewgraphs presented are attached to this report, due to the fact that they constitute an integral part of the design process followed for the design and implementation of this part of the project. One element worth mentioning, is the feedback provided by the GISCO staff during that meeting. The opinions expressed therein, gave as the initiative to reconsider some posters’ details and come up with more efficient and pleasing solutions.

In accordance with the agreed schedule, the following posters have been produced:

1. Poster for statistics in focus on the subject “European landscapes”
2. Poster for statistics in focus on the subject “Regional population decline in the EU – Recent trends and future perspectives”
3. Poster for statistics in focus on the subject “Regional population aging of the EU at different speeds up to 2025”
4. Poster based on the theme AD/NU displaying the latest revision of the NUTS nomenclature
5. Poster based on the GISCO on-line mapping guide
6. Poster based on the statistical regions for the Central European Countries [theme AD/AR]

From the above posters, four [1,2,4,5] have been finalized and the rest two [3,6] are close to their final form. The composition of each poster is based on Arc/Info Aml code, developed specifically in the framework of this project. The code is submitted along with the graphics files of the posters and two copies each of the six [6] posters. Six [6] tables indicating the contents of each poster and the symbolization used, are also submitted.

We are convinced that the series of posters designed and composed in the framework of this project, constitute a milestone in the successful cartographic history of Eurostat/GISCO.

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