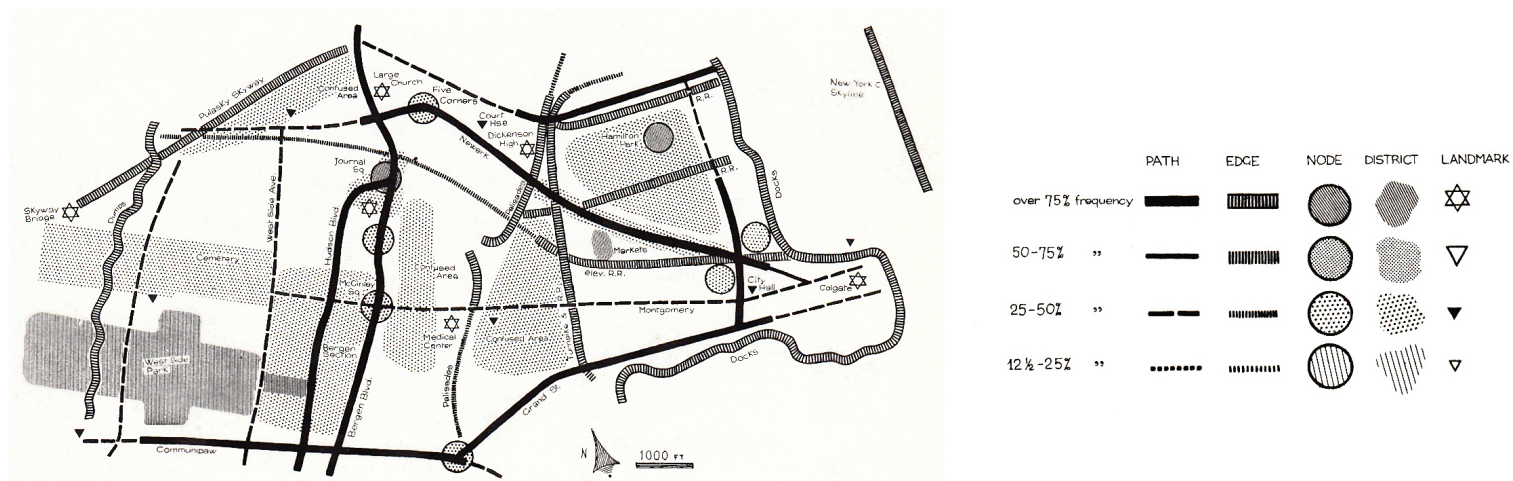
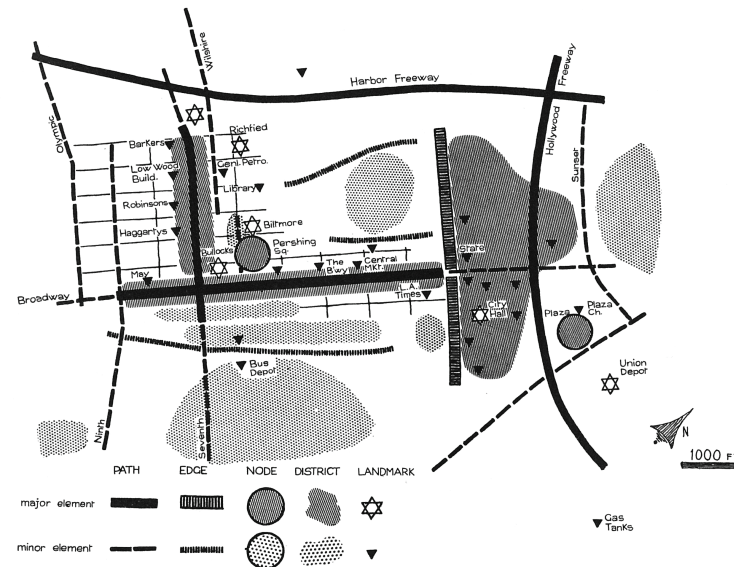





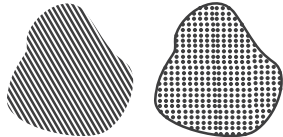



FIG. 14. *The visual form of Los Angeles as seen in the field*



	Water	Political Units	Roads	Land Cover	Cities
Form	<p>Lynch doesn't represent water...</p> <p>Smoothed edges and rounded joints, make to look hand drawn</p>	<p>Polygons, ordinal</p> <p>Represented as Lynch's "edges" or polygons with stroke, no fill.</p>	<p>Lines, ordinal</p> <p>Represented as Lynch's "paths" or lines.</p>	<p>Polygons, ordinal</p> <p>Represented as Lynch's "districts"</p> <p>No land cover with the exception of parks and buildings.</p>	<p>Points, ordinal</p> <p>Cities will be represented as Lynch's "nodes" (sites of intersection and focus).</p>
Color	<p>The blue taken from the cover of his book.</p> 	<p>No hues. White background.</p> <p>Ranked based on Lynch's visual elements of edges.</p> <p>Visual Variable: thickness</p> 	<p>Ranked based on Lynch's visual elements of paths.</p> <p>Visual Variable: thickness, line weight</p> 	<p>No land cover with the exception of parks and buildings or "things" that are experienced by the city dweller.</p> 	<p>Cities will be represented as Lynch's nodes (sites of intersection and focus).</p> 
Type	<p><b>Serif</b></p> <p>Merriweather</p> <p>Regular or Light</p> <p>Uppercase</p> <p>Sizes?</p> <p>White</p>	<p><b>Serif</b></p> <p>Merriweather</p> <p><i>Italics</i></p> <p>Normal case</p> <p>Sizes?</p> <p>Black</p>	<p><b>San serif</b></p> <p>Komika (hand drawn) or Kievit</p> <p>Regular</p> <p>Normal case</p> <p>Small size, no/limited variation</p> <p>Black</p> <p>*only for highest ranked</p>	<p><b>San serif</b></p> <p>Komika (hand drawn) or Kievit</p> <p>Regular</p> <p>Normal case</p> <p>Small size, no/limited variation</p> <p>Black</p> <p>*only for highest ranked</p>	<p><b>San serif</b></p> <p>Komika (hand drawn) or Kievit</p> <p>Regular</p> <p>Normal case</p> <p>Small size, no/limited variation</p> <p>Black</p> <p>*only for highest ranked</p>
Texture	<p>No texture.</p> <p>Try a soft dropshadow to create a layered feel.</p>	<p>No texture, line weights and arrangement.</p>	<p>No texture, line weights and arrangement.</p>	<p>Texture.</p> 	<p>Texture.</p> 

## POIs

	Form	Color	Type	Texture
	<p>Points, ordinal</p> <p>POIs are places of interest in Madison that are ranked by the number of reviews on Yelp.com.</p> <p>POIs will be represented as Lynch's "landmarks"</p>			
	<p>POIs will be represented as Lynch's "landmarks" (popular place to visit or notable locations within the city)</p> <p>☆ ▼</p>			
			<p><b>San serif</b></p> <p>Komika (hand drawn) or Kievit</p> <p>Regular</p> <p>Normal case</p> <p>Small size, no/limited variation</p> <p>Black</p> <p>*only for highest ranked</p>	
				No texture, shape.