Week 8: Lecture Activity
Mapping Aesthetics

Introduction

Aesthetics might be described as the visual beauty depicted in a piece of art, an album cover, or even a map. Defining aesthetics in map design is really difficult because tensions emerge as cartographers balance map function and utility with good map design. Some of the best ways to learn cartography and to develop individual style or a personal aesthetics is through mimicry. A *pastiche*, for example, is an aesthetics style that imitates that of another artist. Pastiche can be deconstructed and develop by exploring *form, color, type, and texture*. But wait, what are form, color, type, and texture?

> **form**: variable aspects of line work, including generalization and styling

> **color**: the overall palette used across a map design, including both primary, secondary, and accent colors

> **type**: the semantic impact, emotional response, and overall vibe provided by a typeface's micro-aesthetics

> **texture**: additional pattern fills and overlays added (or removed) to a design to increase visual complexity and add aesthetic embellishment

In this lecture activity, you will draw on an inspiring works of arts (however you define it) and translate its aesthetics into a pastiche in map design.

Directions

1. This week, you submitted an inspiring work of art as an Object for this week. Take a look at the discussion board and your classmates' submissions. Select one art piece to start and take a screenshot.

2. In a Word document, record notes and add zoomed in screenshots on the visual *form, color, type, and textures* that define the aesthetic pastiche.

3. Download the Adobe Illustrator template from Canvas and begin translating the pastiche into the map.

4. Explore and push the limits of your design skillset! Be sure to ask questions!

5. Export your map as a .png file and start again!

Outcome

To receive full credit for this lecture activity, submit a Word document defining your pastiche through form, color, type, and texture along with your exported map.