**Map Critique | MAPPING WITH A PURPOSE | BOUDLER**

**Purpose & Audience.**

*Is the purpose & audience of the map clear? Is there data that is not on the map that would support the purpose of the map? Is there data that can be eliminated because it does not support the purpose of the map? Does the map meet the needs of the intended audience?*

**Visual Hierarchy (within map).**

*Are the features on the map presented in a way that implies relative importance through size, color, contrast, or other techniques?*

**Visual Hierarchy (around map).**

*Are the feature around the map presented in a way that implies relative importance through size, color, contrast or other techniques?*

**Balance in Layout & Composition**.

*Does the organization of the map page appear balanced? Does the layout appropriately use white space? Is the map designed to optimally use the visual center?*

**Map Elements.**

*Does the map include all the necessary map elements? Do they support the legibility of the map, making it easy to see & understand? Are the map elements consistently styled, simplified, and an appropriate size?*

**Unity & Harmony.**

*Is it a map that people want to look at? Does the map appear as a single unit, with an overall pleasing appearance? Are there (or could there be) creative elements, techniques, approaches that make the map unique?*

**Other**.