

## Carto Design Principles Checklist

### 1. Understanding of user requirements

- What information is most important to the user?
- Does the colour hierarchy match the information hierarchy? Do I see the most important thing first?
- How will the map be used? Is it suitable?

### 2. Consideration of display format

- If the map is being printed, will it be legible? Sizes, colours etc.
- Is it going to be shown on a projector? If so, I should probably increase the saturation and contrast.

### 3. A clear visual hierarchy

- When I look at the map do I see the most important information first?
- Does any information that is just there for context sit back?
- If I convert it to greyscale, is the hierarchy retained?

### 4. Simplicity

- Is there anything that isn't adding value? If so, remove it!
- Is it too cluttered or 'noisy'? Even subtle changes can make a big difference.

### 5. Legibility

- Is all text readable?
- Do the icons make sense? Are they big enough?
- Can you easily distinguish between adjacent and overlapping features?

### 6. Consistency

- Does the map look organised and balanced?
- If this map is part of a set, are they all consistent? Are the elements in the same place etc.

### 7. Accessibility

- Have I used colours that are friendly to those with colour-vision deficiencies? (There are many simulators to help you check.)
- Is the published map easily accessible to the end user?

### 8. Good composition

- Are all the elements arranged neatly?
- Is there enough white space to make the elements clear and legible?
- Is the most important information the main feature and focus?