

**Project agreement worksheet -**

This form is intended to help develop the best product for the intended audience as possible. It identifies the project expectations for both the client and the mapmaker.

**Audience.** For whom is the map, or map series created?

Briefly describe the reader/user or your map:

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Experience with the subject matter:

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How will they interact with the map (e.g., part of a printed publication, interactive on a display board):

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**Intention.** What would you like the map to communicate?

Briefly describe what you would like the map to communicate:

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Will the map be stand-alone, or be part of a larger body (e.g., journal, book, website)?

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What type of emotion do you wish to convey with your map (e.g., authoritative, joy, playful, serious)?

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**Deliverables..** How will the final product be presented?

Will your map be (circle one):      Interactive      or      Static

**If Static:**

Predominately consumed in print or on web

Print specification –

Type of printing:

Offset      Digital or Print-on-demand      Other: \_\_\_\_\_

Color:

CMYK      Greyscale      Other: \_\_\_\_\_

Type of paper (can describe publication type, the more specific description of paper the better for special cases like waterproof for posters)

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**If Interactive:**

Predominately consumed on mobile or desktop

What do you want people to be able to do with your map (e.g., find their way in a park, access data)?

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**Budget:** What is the available range of budget available?

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**Deadline.** When are the maps and map products due, including the revisions?

First proof: \_\_\_\_\_ Final drafts: \_\_\_\_\_

**Physical size.**

**For print:**

Trim size and margins: \_\_\_\_\_

**If Interactive:** Describe the screen type most people will use:

Resolution: \_\_\_\_\_ Screen size: \_\_\_\_\_

**Scale, and geographic extent:**

What area (city, country, region, world) does your data or story cover, geographically (e.g., Shanghai, Botswana, Western Hemisphere)?

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How far would you like your map to extend beyond your content (e.g., included surrounding countries, just enough to fill out the map to the frame)?

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**Geographic projection(s)** (optional for client):

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**Data sources:** Will the data be provided by the client or which specific organization will be the source, include date ranges, and resolution (e.g., county, state, individual):

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**Aesthetics:** Are there examples that you can provide of a design or style that can be used as guidance, or a description of a time period or design style that will influence the style?

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For the cartographer:

**Technology.** What technology (software or expertise) will you use to complete the map? (e.g., Python, ArcGIS, Photoshop)