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:

________________________________________

Experience with the subject matter:

________________________________________

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

________________________________________

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

Briefly describe what you would like the map to communicate:

________________________________________

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

________________________________________

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

________________________________________

**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)

**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)?

Budget: What is the available range of budget available?

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)?

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)?

Geographic projection(s) (optional for client):

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):

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?

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