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Color in Cartography
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Presentation Outline

Color Basics

Color as Light

Color as Ink

Perceptual Color Systems

Hue, Value, Saturation

Cartographic Color Decisions

Color Scheme for Thematic Maps

Sequential, Diverging, Qualitative

Color Constraints

Color for the Colorblind

Black and White Photocopying for Color Maps

Unexpected Color Changes

Visual Perception

Visual Acuity

Color and Size of Area

Color and Light Source

Color in Context

Simultaneous Contrast

Successive Contrast

Figure/Ground or Visual Hierarchy

Subjective Reactions to Color

Color Preference

Color Conventions

Connotative Meanings

Useful Websites

- Online color schemes by Cindy Brewer
http://www.personal.psu.edu/cab38/ColorBrewer/ColorBrewer_intro.html
- Absolute Color Picker
<http://www.eltima.com/products/free-color-picker/>
- Colorblind vision simulator
www.vischeck.com
- ESRI Style downloads for color deficiency symbols, color ramps, etc.:
<http://mappingcenter.esri.com/index.cfm?fa=arcgisResources.gateway>
- ESRI Virtual Campus Cartographic Design Using ArcGIS 9 by Cynthia Brewer (\$156):
http://training.esri.com/acb2000/showdetl.cfm?DID=6&Product_ID=831
- Color Theory Module by Laurie A. B.Garo, of the Department of Geography & Earth Sciences, University of North Carolina at Charlotte, (working in conjunction with The Virtual Geography Department, The University of Texas at Austin) 1998:
<http://www.uncc.edu/lagaro/cwg/color/instructor.html>