

### cartography bulletin board

#### EUREKA CARTOGRAPHY

by Susan Waldorf, President  
Eureka Cartography

Eureka Cartography of Berkeley, California is the largest provider of custom map production services in the Western U.S. Clients include magazine, textbook, guidebook and telephone directory publishers, advertising agencies, government agencies, visitors bureaus, environmental organizations and transit agencies. Recently, Eureka has been active in multimedia, producing hundreds of maps for CD-ROM titles and interactive textbooks. If Fodors, Sierra Club, GTE, U.S. West, Mindscape, Macmillan, and the U.S. Forest Service publications are familiar to you, you've probably seen a Eureka map or atlas. Our clients think of us as their own in house mapping department, from initial concept development through final output.

Founded eleven years ago, the company has grown to a staff of fifteen professionally trained geographers and cartographers with expertise in digital map design and production. The size of the staff enables Eureka to handle both large and small projects with the same attention to customer service. Variety is the norm at Eureka; in addition to traditional cartographic designs, the staff has produced game boards, puzzles, maps on Plexiglas, maps for astrological charting, maps for children, and maps for courtroom presentations.

Eureka has compiled detailed base maps for the Bay Area, California, the U.S., most major cities, and all countries worldwide at multiple scales. Typically, clients work with Eureka's senior

cartographers to identify the content and the *look* of a map, carefully tuning each design element to support the intended use of the product in print or digital form. Clients preview their maps before final production to ensure proper map coverage, content, style, and layout. Eureka produces raster or vector digital files, high quality plots, final films and proofs, or printed maps, depending upon the client's target medium.

In addition to customer services, Eureka is now a publisher of map products, with seven titles to be printed this year. In a joint venture with Map Link of Santa Barbara and Allan Cartography of Medford, Oregon, Eureka will also publish high quality maps and atlases under a newly created imprint, Benchmark Maps. Digital versions of Eureka maps may now also be previewed and purchased on-line through PNI, a new stock photoservice for print and multimedia editors and producers.

Eureka employs a wide range of GIS, desktop publishing, and graphics software tools including Autocad, Microstation, MapInfo, Freehand, Photoshop, Quark and PageMaker. In addition to databases developed in-house, Eureka utilizes geographic and demographic databases from a number of commercial data providers. The San Francisco Bay Area provides a rich supply of service bureaus, conversion shops, illustrators, photo researchers, travel writers and other specialized services Eureka utilizes as required.

On the next page (pages 38-39) is a color map of Fresno, California created by Eureka Cartography. It is a convention and visitors bureau map, designed to attract commerce to the region. It is a hybrid cartographic design, incorporating accurate road and city information with illustrative elements to give readers a positive image of the area. Cartographic license was

taken to represent surrounding attractions without losing the accurate navigational information a visitor requires. The map appears in a regional magazine and other derivative publications. Cartographers Stacy Wright and Kevin Kolb used Freehand 5.0 to create the overview and inset maps. □

#### CARTOGRAPHY AT THE 1995 ASSOCIATION OF AMERICAN GEOGRAPHERS MEETING

by Jim Anderson, Director  
Florida Resources & Environmental  
Analysis Center  
Florida State University

The recently concluded annual meeting of the Association of American Geographers that was held in Chicago included participation by many NACIS members and provided a variety of sessions on many aspects of cartography, numerous workshops, and a site visit to Rand McNally's company headquarters.

The majority of the cartography related paper sessions were sponsored by the Cartography Specialty Group or co-sponsored in conjunction with the GIS Specialty Group. Four sessions on theoretical cartography were held: *Cartographic Techniques*, *Computer Applications in Cartography*, *Cartographic Symbolization*, and *Cartographic Symbolization and Cognition*. A session (similar to one held last year) on National Science Foundation Equipment Grants provided information to departments that are considering setting up a GIS or computer cartography lab. This year's *Student Honors Paper Competition* session had representation from only three universities. I would urge you to encourage your students to submit a paper for this

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