

users will no longer have to choose one at the expense of the other because Landsat 6 will offer both multispectral and spatial detail.

EOSAT TO SPONSOR RESEARCH AWARD

EOSAT is pleased to announce that beginning in 1991 it will sponsor a research award in association with the American Society of Photogrammetry and Remote Sensing (ASPRS). "The EOSAT Award for Application of Digital Landsat TM Data" will be given annually to a graduate or undergraduate student engaged in remote sensing research at an accredited college or university. Recipients of the EOSAT Award will receive a grant of Landsat data worth up to \$4,000. The first award will be given at the ASPRS Annual Meeting in March.

Landsat World Update 3:11, November 1990

cart lab bulletin board

This forum is offered to encourage communication among practitioners at a time of rapid technological transition. Questions, comments, and announcements are invited.

SAMPLE CARTOGRAPHY LAB STATEMENT

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The suggested cartography lab statement given below is an outgrowth of the sample statement distributed and discussed at the NACIS X meeting in Orlando in October, 1990. The paper that introduced the statement 'Communicating With a Cartographer' emphasized the wimpy, 'nice-person' nature of many cartographers. Those in attendance concurred that those who make maps for others should have available a strongly worded statement to give to prospective clients advising the client of the

cartographer's need for certain information **before** map-making can begin.

Discussion of the paper included the issues of hourly rates and copyright concerns. Basically, we habitually undercharge for our services. Each person needs to be sensitive to local expectations, but a minimum of \$15 per hour for cartographic services should be considered.

The matter of copyright for maps that the cartographer may wish to use as a source is not simple. On one hand, companies do include 'hooks' or errors of commission to catch the unwary copyist and they do prosecute some offenders. On the other hand, there is a doctrine of fair use and a person can probably make a copy for personal use. Using copyrighted sources for map making can subject the cartographer to legal action. If possible, use non-copyrighted United States federal sources. If copyrighted sources are needed consult the latest statement from the International Map Dealers Association and apply the rules to your case. If you feel that permission to use is advisable, require the client to obtain the permission and pay the fee, if any. A useful document entitled 'Questions and Answers about Map Copyrights'¹ is available from the International Map Dealers Association, P.O. Box 1789, Kankakee, IL 60901. Also see the copyright discussion in Arthur H. Robinson's *Elements of Cartography*, 5th Ed., pp. 429-430.

The NACIS X roundtable session on automated cartography in the nineties included a statement by John B. Krygier about policies at Penn State's Deasy GeoGraphics Lab. The policy of having a copy of the text of the article in addition to author's draft design of the graphic is good. The informational graphics person is charged with

reading the text and thinking about redesigning the graphic rather than simply constructing the author's design. This is an excellent policy, and I have added two sentences in paragraph three of the draft statement to address this matter. You may wish to put the policy in stronger terms than I have.

Feel free to use the sample cartography lab statement below without acknowledgment, rewriting it to fit your situation. You may wish to expand it to include graphs or other forms of informational graphics, or you may wish to prepare a series of graphic-specific statements to give to clients. In any case, don't be a wimp.

DRAFT — REQUIREMENTS FOR CARTOGRAPHIC WORK

Before we can make a map for you we need to have certain information. First, we need to have a copy of your publisher's 'Instructions to Contributors,' or its equivalent. These instructions or guidelines are normally published annually in journals and they specify such items as image area on the page, acceptable forms of lettering, and the correct form of the final artwork. We cannot proceed without this information. Since editorial practice commonly varies from stated policy, we also need a recent copy of the publication, if in a series. If a copy of a publication is not available, at the very least we need a few photocopied pages — including a full page of text and several pages of maps or illustrations similar to what you wish us to produce for you.

Next, please provide us with the best base map (or maps) available. The primary map should be recent and not more than twice the scale of the final printed map. For example, if the image area on the page is 6 x 9

¹Reprinted in this issue, p. 28.

inches (on 8 x 11 inch paper), then the area of interest on the base map cannot be larger than 12 x 18 inches. The primary base map cannot be smaller than the final map. The ideal size of a base map is about a third bigger than the final map. A 'public domain' map is preferred, that is a non-copyrighted map printed by the U.S. Government. Copyrighted maps may require permission and/or the payment of a fee for their use. The best statement concerning map copyright entitled Questions and Answers about Map Copyrights is available from the International Map Dealers Association, P.O. Box 1789, Kankakee, IL 60901. If in doubt, bring us several recent maps so that we may choose the best ones.

After identifying the best base maps we will work with you to delimit on photocopies your area of interest in the correct proportions. Then you will need to 'red pencil' the photocopy, indicating the information you wish shown on the final map. A copy of the draft text of the article or the relevant pages of a book is often useful to the cartographer during the design and proofing stages. Please provide these if possible. Only after seeing the complexity of the map will we be able to offer a cost estimate. Our costs are based on . . . (fill in). Simple maps cost about \$100. We can normally produce the first draft of a map in one week. Subsequent drafts can usually be produced in three work days. Be sure that we understand both your money and time constraints before we begin.

We will be using an easy-to-change map-making method and we expect the first-draft map to be modified and improved. When we provide you a draft to consider please think about it carefully, proof all information, and either mark it up or approve

it for final preparation. The first draft map will have laser printer lettering; the final copy will have typesetter lettering. Only after you approve our final copy will we prepare a copy for the publisher according to specifications.

Remember that you are the author of the maps as well as the author of the text. The author is responsible for the content of the maps. You, as author, do not expect your word processor person to write your text; similarly, do not expect your cartographer to 'write' your map. Cartographers serve to take your information and use it to produce a well-designed and well-executed product in accordance with the publisher's instructions. Please feel free to call . . . if you have any questions.

POSTSCRIPT

The final paragraph of the sample statement above elicited some discussion. What is the proper role of a cartographer? This paragraph should reflect your own philosophy. In my view, the cartographer exhorts the author to do all of the compilation with a little advice on the best source map and final map proportions and scale. Clients are more-or-less able to accomplish the compilation so the cartographer may need to do much of the actual work. My point is that we should exhort the client, then come to the rescue as necessary to create a product satisfactory to all concerned. None of us wish a bad map to come out of our lab. As professionals we will, of course, do what is necessary.

fugitive cartographic literature

Interesting articles about cartographic information often appear in unexpected outlets. The goal of this section is to bring those publications to the attention of our readership. We invite synopses of papers appearing in journals other than those devoted to cartography, geography, and map librarianship.

Mandel, Robert (1990) *The world according to micros*; *Byte*, July.
reviewed by Will Fontanez,
University of Tennessee

"The World According to Micros" is an informative article written by Robert Mandel of Lewis and Clark College in Portland, Oregon. He opens with what is now the usual description about how little most people know about geography and suggests that "Desktop" mapping packages are the answer. I agree with his view that the recent introduction of electronic world atlases and thematic mapping packages help to address this problem in a big way. On the other hand, I hesitate to agree that microcomputer software packages are necessarily a low cost alternative to the traditional atlas. These mapping packages are tools which can help us know the places in our world better. Some of these packages go a step further and allow the user to display and manipulate current statistical information. I believe this second step requires some knowledge of basic cartographic principles and data display techniques in order to produce useful maps.

The bulk of Mandel's article divides mapping software packages into four distinct categories: fixed maps with data, customizable maps with data, maps without data, and data without maps. Fixed maps with data are the closest in form and function to the traditional hardbound atlas. In most cases these maps and data have already been compiled. You select points or areas which allow information