cartographic ⏀ perspectives

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in this issue

messages

MESSAGE FROM THE PRESIDENT

Having just completed what many have reported was a most successful meeting with the Canadian Cartographic Association, we might find some useful operational ideas by examining one aspect of the structure of our most successful sister organization.

At its inception, the CCA tried to identify itself with what was considered at the time a broader definition of cartography, one that included all stages of evaluation, compilation, design, production, and uses of maps. It also tried to provide a common professional home not only for groups of cartographers that were not attracted to the then existing professional organizations but also to those who were: surveyors, topographic and government mappers, geographers, and map librarians. These "unfranchised" professionals included those with interests in historical, mathematical and thematic cartography, those in the private sector outside of Ontario, and those doing research, working with statistical data, and computers (Gutsell 1975).

This commitment to a diversity of cartographic interests was reflected structurally in the creation of five Interest Groups labeled: Historical Cartography, Cartographic Education, Map Design and Production, Map Use, and Technology. As times have changed, the names have evolved into the present History of Cartography, Education, Map Design and Use, and Technology (Cartouche 1994, no. 13 and 19).

There have been several advantages of this structure. The Chairs of the respective Interest Groups are part of the Board of Directors and thus are at the center of the discussions which guide the workings and shape the policies of the Association. As Chairs, these people are also charged with the responsibility of making periodic reports to the membership on their interest area, as in the newsletter *Cartouche*, and in organizing a session at each annual meeting. They are also encouraged to organize in their geographic area shorter gatherings, such as a one-day workshop or evening talk, so as to provide members with opportunities to meet professionally at other times and places than at the venue of the Annual Meeting. In this way, the CCA has been able to represent cartographic interests and foster professional activities all across Canada and throughout the year often with a minimum of resources. In a way, the Interest Group Chairs are also the geographically distributed representatives of and contacts for the Association with its membership.
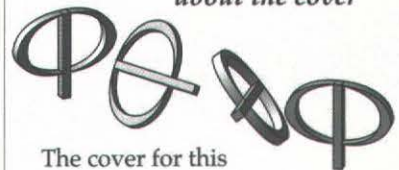
At the individual level, members who stand for election as Interest Group Chairs are asked to briefly describe how they might stimulate activity in some aspect of cartography or in the study or use of maps. Clearly, their statements of intent are important considerations in their election and, more important, it gives those elected

some direction and purpose at the very beginning of their terms of office even though they may end up doing something quite different. Optimally, they may call attention to another way of considering some aspect of our subject and thus provide a focus area to which others may wish to contribute.

There are also some disadvantages to an interest group structure. Most revolve around the facts that (1) people don't divide easily into definite interests and (2) as fashion and technology changes, the Interest Group names may appear to no longer match the real concerns of members.

about the cover

The cover for this issue was designed and produced by James E. Meacham of the InfoGraphics Laboratory in the Dept. of Geography at the Univ. of Oregon. A portion the *The Elbow Quad, Oregon* geology map was scanned as a 300dpi gray scale TIFF file using Ofoto software and imported into Adobe Photoshop (see pages 56-59 for a discussion of the methods used to produce the map). The image brightness was adjusted in Photoshop and its size was enlarged to 105% and cropped to final size with a bleed on three sides. The TIFF file was placed in an Aldus FreeHand file that contained the *CP* logo and text. "Paste Inside" was used to fill the image inside the *CP* logo and the "pen tool" was used to create masks to knockout the fault lines behind the cover text. The negative was created on a Linotronics L300 imagesetter with a 150 lpi screen at a 45 degree angle and a 0.125 inch bleed.