Most of the world appears in more saturated colours. Green is a positive and calming colour. And green is everywhere!

A map is not just a picture

A map is a representation of the world: maps can visualize a lot of data quickly and efficiently. But they can also visualize a lot of data inaccurately and misleadingly. The methodology that was used to collect and parse that data is important, as is what methodology was used to make the map. In some ways, maps must always be a little inaccurate because they make generalizations. As Mark Monmonier writes in the fantastic book How to Lie With Maps, it is important to understand the meaning and manipulation of data presentation. People often assume maps are accurate. In the last 30 years, the use of geographic information systems (GIS) has exploded, and almost everybody can make a map. It is a good thing, but it means that many maps are made by people without any cartographic education. It results in many inaccurate and incorrect maps, because the creators don't fully understand what they are doing. Don't trust everything. There are a few things you can keep in mind to avoid being fooled by a map. The source of the data is the most important thing you should look — Is it relevant? Is it recent? Can you find more information? — just think about them and be aware because maps can also manipulate.

Map design is critical to allow the user perceive the correct message

WHERE IS THE TRUTH?

Variability in the world

This map presents values of exports minus values of imports. Both are represented as a percentage of annual GDP. They include the value of merchandise, freight, insurance, transport, travel, royalties, license fees, and other services, such as communication, construction, financial, information, business, personal, and government services and exclude compensation of employees and investment income (formerly called factor services) and transfer payments.

Negative values (red colour) mean more imports than exports, positive values (green colour) mean more exports than imports and values near zero (yellow colour) are in balance. However the combination red-green might cause problems for some. Southeast Asia and Oceania are in balance, Russia and Asia are mostly positive, Europe is mainly positive, Africa and the Indian subcontinent are mainly negative and North and South America are a mixture near balance.

GDP growth is the annual percentage growth rate of GDP at market prices based on constant local currency. Aggregates are based on constant 2005 U.S. dollars. GDP is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or depletion and degradation of natural resources.

The objective of the ICA Commission on Use, User, and Usability Issues is to stress the importance the map user and promotes their involvement in the evaluation of cartographic products to improve their usability.

Data and Information Source:

Available from: http://www.citylab.com/design/2015/06/when-maps-lie/396761/