

REPUBLISHED CARTOGRAPHIC CLASSICS: LEARNING FROM THE MASTERS

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Esri Press is honored to have republished three classic works by notable cartographers of the pre-digital age. The most notable release is *Semiology of Graphics* by Jacques Bertin (originally published in 1967), a book that presents the first and most comprehensive theoretical foundation to what we today call "Information Visualization". Bertin provides a universally-recognized theory of graphical symbols and modes of graphics representation that allow cartographers to transform geographic information into cartographic communiqués.

Released in Fall 2010, the book includes new information written by Bertin before his death earlier in 2010. It also includes a new forward by the original English translator, William Berg. Even those who have a copy of the original classic will want to see this new content.

That the book has been out of print for some time has been lamented by interested cartographers. That the book has been overlooked by many of today's map makers is lamentable. The newer generation of map makers has not been exposed to the enduring practical guidance on effective map design offered by Bertin. The availability of this reprinted book has the potential to correct some of the gravest mistakes we see in map making today, should Bertin's messages once again be adopted.

Bertin's reprinted work follows earlier releases of two other cartographic classics: Arthur H. Robinson's *The Look of Maps* (originally published in 1952) and Eduard Imhof's *Cartographic Relief Presentation* (originally published in 1965). The timelessness of the concepts presented in these books transcends the rapidly changing technology in which the concepts are put into practice. Linchpins in the foundation of modern cartography, they are now available once again to the modern community of professional cartographers, yet they also have a place on the bookshelves of recreational map makers.

This paper seeks not to demonstrate how to perform the techniques of these masters but rather to argue that modern-day map makers should reacquaint themselves with their concepts. For, inarguably, these books have earned and should retain a respected place in map making today. The basics presented in these books will appeal to traditionally trained cartographers, the new generation of neogeographers, and everyone in between who finds himself having or wanting to make maps.