



Cartography and Geographic Information Society

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February 11, 2019

Professor László Zentai  
Secretary-General & Treasurer, International Cartographic Association  
Department of Cartography and Geoinformatics  
Eötvös University  
H-1117 Budapest, Pázmány Péter sétány 1/A  
Hungary

Dear Secretary-General Zentai:

As the Chair of the United States National Committee (USNC) to the International Cartographic Association (ICA), on behalf of the United States of America, I am pleased to submit a nomination for a Commission on Map Design. The terms of reference, and bios for the chair, Ian Muehlenhaus (USA), and vice-chair, Ken Field (Britain), are attached.

Respectfully,

Aileen R. Buckley, PhD  
Chair, U.S. National Committee to the International Cartographic Association

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Member of the International Cartographic Association



## Nomination for Commission Chair

### Ian Muehlenhaus BA MS PhD



Ian Muehlenhaus earned his Master's in Geography at the Pennsylvania State University in 2002 and went on to secure his doctorate in Geography at the University of Minnesota in 2010. His teaching and research passions lie at the intersection of maps and human geography.

While earning his doctorate he worked full-time as an instructor and GIS Lab Manager at the University of Wisconsin – River Falls, where he began honing his pedagogical skills in cartographic education.

Upon earning his doctorate, he moved several hundred kilometers down the Mississippi River to the University of Wisconsin – La Crosse where he began a career as an Assistant Professor. There he taught Cartography, Maps and History, Geopolitics, and Web Mapping. In 2014 he became an Assistant Professor at James Madison University (Virginia, United States) and helped retool their cartography and web mapping curriculum.

Since 2015, Ian has been the Director of the GIS Professional Programs at UW – Madison. This unit is revenue-generating for the university and has grown under his leadership in both in number of students and revenue. Originally beginning as a single online master's degree in GIS and Web Map Programming, it has now grown into two professional master's and two online certificates with over 150 enrolled post-baccalaureate students.

Ian is passionate about teaching map design – regardless of medium – and has spent his career trying to educate as many professionals and undergraduate students as he can about how to make more effective maps. No audience is too large or grandiose. He has given numerous invited talks and keynotes on cartographic design, everywhere from the Northern Wisconsin Regional GIS Users Group to the NASA Goddard Space Flight Center. He loves to spread knowledge about maps and help people make them better – particularly those doing spatial sciences for a living who have never been exposed to map design concepts!

Ian has also created a YouTube channel devoted to applied cartography (for both print and web maps) with over 1300 subscribers and nearly 1 million views. The whole channel is committed to helping people create better maps using an assortment of different software – BlueMarble GlobalMapper, Avenza MAPublisher, Adobe Illustrator, Mapbox, Esri ArcGIS, CARTO, and Leaflet. The tutorials are now used by instructors in cartography curriculums around the world.

Outside of the classroom and internet, Ian is also the author of a textbook on web map design published by CRC Press – Web Cartography (2014). He has also published numerous research articles on map design, persuasive maps, quantitative content analysis as a method for cartographic research, and adapting film theory to design better maps. Most recently, Ian secured a NSF grant with Bernhard Jenny (former Vice Chair of the Commission on Map Design, then of Oregon State University) to work on flow map research.

Since becoming fully involved with professional students, Ian has come to realize the dearth of map design knowledge among many working in GIS-related fields. His students at UW-Madison clamor for UW's courses devoted to cartography and map design. They also find them some of the most challenging courses to master. Ian's mission moving forward is to not only continue providing a world-

class cartographic education to his programs' students at UW-Madison, but help build new ways to quench the GIS industry's thirst for map design and visualization knowledge more broadly.

Ian believes he can help do this by becoming the next Chair of the Map Design Commission to carry forward the successful work undertaken during the first eight years of its existence.

February 15, 2019

Dr. Aileen Buckley  
Chair, US National Committee for the ICA

Dear Dr. Buckley:

In conformance with the by-laws of the ICA, I formally acknowledge my willingness to serve as chair of the ICA Commission on Map Design if elected by the General Assembly in July 2019.

Sincerely,

A handwritten signature in black ink that reads "Ian Muehlenhaus". The signature is fluid and cursive, with a long horizontal flourish at the end.

Ian Muehlenhaus  
University of Wisconsin – Madison