

DESCRIPTION FOR THE GENERAL PUBLIC

Maps facilitate information understanding, they allow explanation of phenomena and making conclusions; they can help to make synthesis; they can be a supplement of verbal transmission and written word. People are generally visualizers, therefore they prefer graphic presentation than text. Maps are becoming very popular and willingly used. On an everyday basis they are published in the press, television and on the Internet. On maps we can look for information about weather, we can use them to travel around a city and plan holidays. However, the role of cartographer is changing; earlier a cartographer was mostly a craftsman, an editor and creator. Currently, the borderline between the creator and the recipient of the map is becoming blurry. Today anyone can create maps which results in various consequences in the field of their quality and transferring information effectiveness. It stems from the fact that currently the task of a cartographer is to prepare cartographic methodology principles, to promote them, to ensure that cartographic principles are clearly formulated, expressed simply and taken into account everywhere, where a map may be developed (at press agencies, publishing houses, ...).

In recent years new unusual methodological solutions have become popular, which previously were not comprehensively studied regarding their effectiveness and efficiency of communication. In order to assess effectiveness of maps, cartographers started to apply new research methods using advanced computer technologies. Comprehensive studies using these technologies of both traditional and new cartographic presentation methods seem to be indispensable.

Development of consistent evaluation methodology of map types and cartographic presentation methods will be the methodical goal, and preparation of a base of good practices for people developing maps will be the application goal. Based on the results of the conducted research we will also verify if the newly developed methods which are beyond the cartographic canon, should be included in the cartographic presentation methods classification.