DATA OFFICER · PUBLICATION DESIGN

Putting the map in context.

A publication layout study bringing together a prominent map, clear reading order and multiple columns of supporting text.

Recreated layout example using illustrative content

New sample copy · synthetic data

PUBLICATION LAYOUT STUDY

A world of comparison

A map establishes the geographic view. The text beside and below it gives the reader a route through the page.

MAPS & INFORMATION DESIGN

CHOROPLETH MAP · SYNTHETIC INDEX

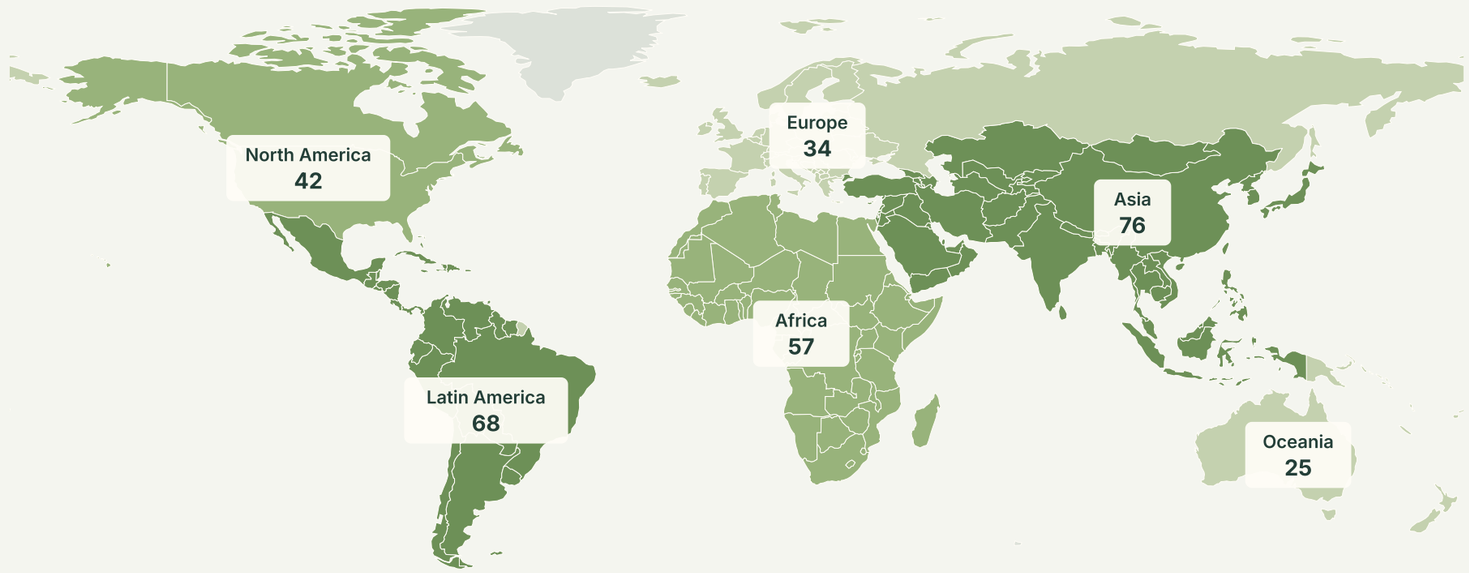


Figure 1. This choropleth map uses six invented regional index values on one colour scale. This map demonstrates placement and visual hierarchy; it is not an economic outlook.

READING THE MAP

One frame, several layers.

Geography provides orientation. Colour carries the comparison. Direct labels connect the values to the regions.

A nearby legend defines the scale, while a short caption explains what the reader is looking at.

Illustrative content
Synthetic data

01 / ESTABLISH

Start with the main visual

The map occupies the largest area on the spread. Its scale and placement make the geographic comparison the natural starting point.

The headline and introduction provide context without competing with the figure.

02 / ORGANISE

Give the text a rhythm

Supporting text follows a three-column grid. Short lines, clear headings and consistent spacing help the reader move between the map and the explanation.

The columns share the same baseline and visual weight.

03 / CONNECT

Keep the elements together

A restrained palette connects the map, labels and editorial details. The caption remains close to the figure it describes.

The folio provides a consistent anchor across the publication.

Thomas Eapen
nowlabs.net/data-officer

My contribution was publication design and layout, using Adobe InDesign with graphics prepared in R, Power BI and Photoshop. Analysis for the original publication was provided by another team in the division.