

RE - CONCEPTUALIZING OF COLOR IN APPLIED CARTOGRAPHY PRODUCTION

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ABSTRACT:

The authors define applied cartography as a discipline essentially linked to decision making. Since, according to Monmenier, the use of spatial data by individuals has become popular and geographic thought is undergoing a period of renaissance among the general public, applied cartography plays a major role in the complex processes of society. Image communication has been widespread by the mass media, thus determining a constant requirement for simplified and synthetic expressions.

The technological media used for the cartographic expression of different disciplines requires re - conceptualizing visual codes. Among which, color is one of the most significant variables to achieve cartographic message transmission.

The authors have selected the environmental cartography for the city of Bahia Blanca: in particular, a growing sector of the Southern industrial area.

Environmental issues related to industrial location demand a succession of complex decision. These decisions may be analyzed using the visual variable color bearing different objectives in mind. The diversity of actors involved, the cartographic message users, made the authors to analyze the differential subjective effect. The variable color is significant for mental representations of problems. The model was carried out using Auto Cad V12 for Windows and Corel Draw, because these software are accessible and widely used.