

An abstract network diagram composed of numerous small, colored circular nodes (blue, red, orange, yellow, green, black) connected by thin, light blue lines. The nodes are arranged in a complex, interconnected web that fills the background of the slide. The overall shape of the network is irregular and sprawling, with some denser clusters and some more isolated nodes.

Illustrated Maps as Visual Narratives

Illustration for Advertising

Illustration, not technical mapping

Maps don't just show where things are. They show how places feel. Today you're making a map that communicates experience, mood, and attitude, not accuracy.

Our objectives are:

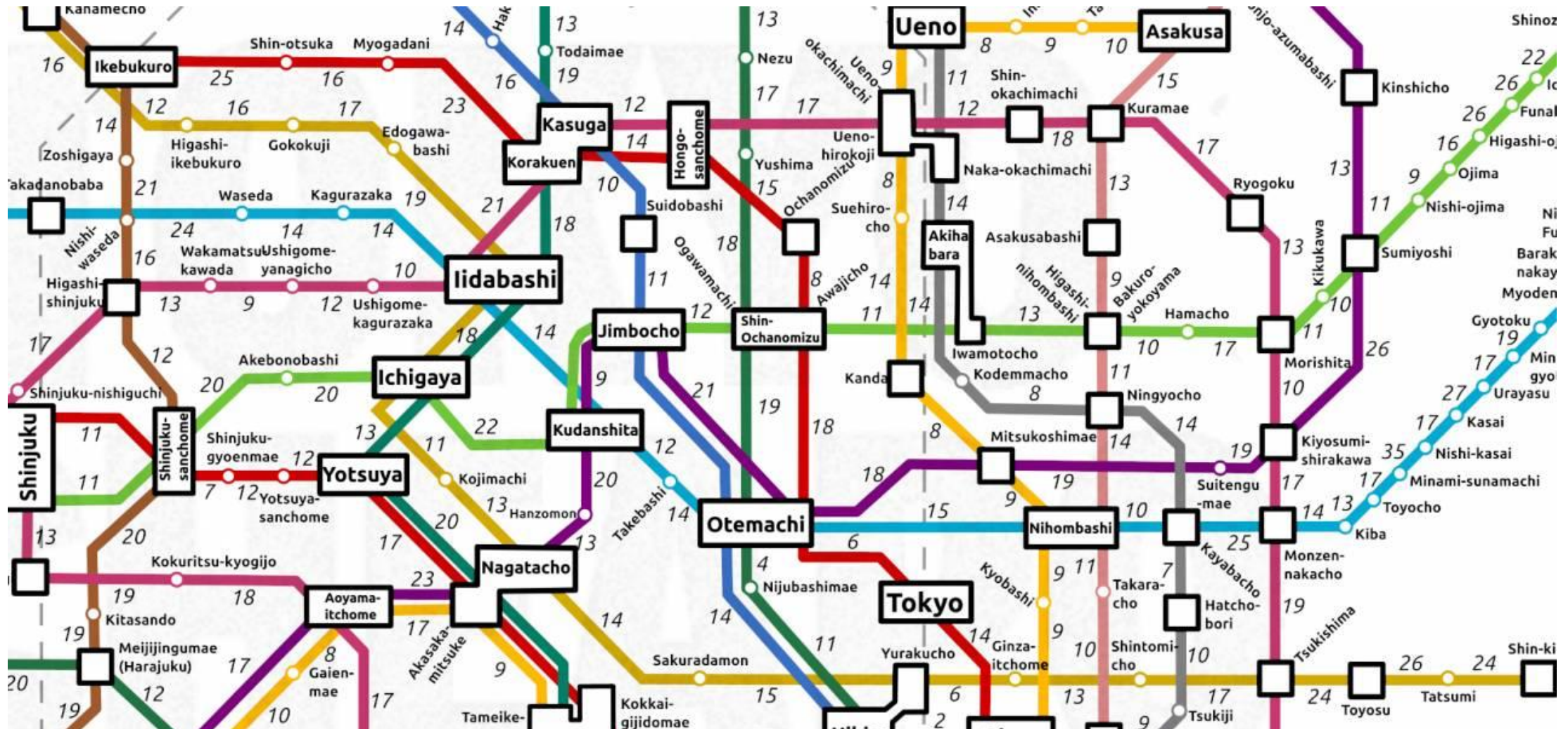
- Treat maps as illustrated narratives
- Make deliberate visual choices to convey emotion, bias, or story
- Use symbols, scale, and exaggeration as expressive tools
- Understand maps as authored images, like editorial illustration

Medieval mappa mundi

A compendium of
all the geographical
knowledge of the
time (1459)



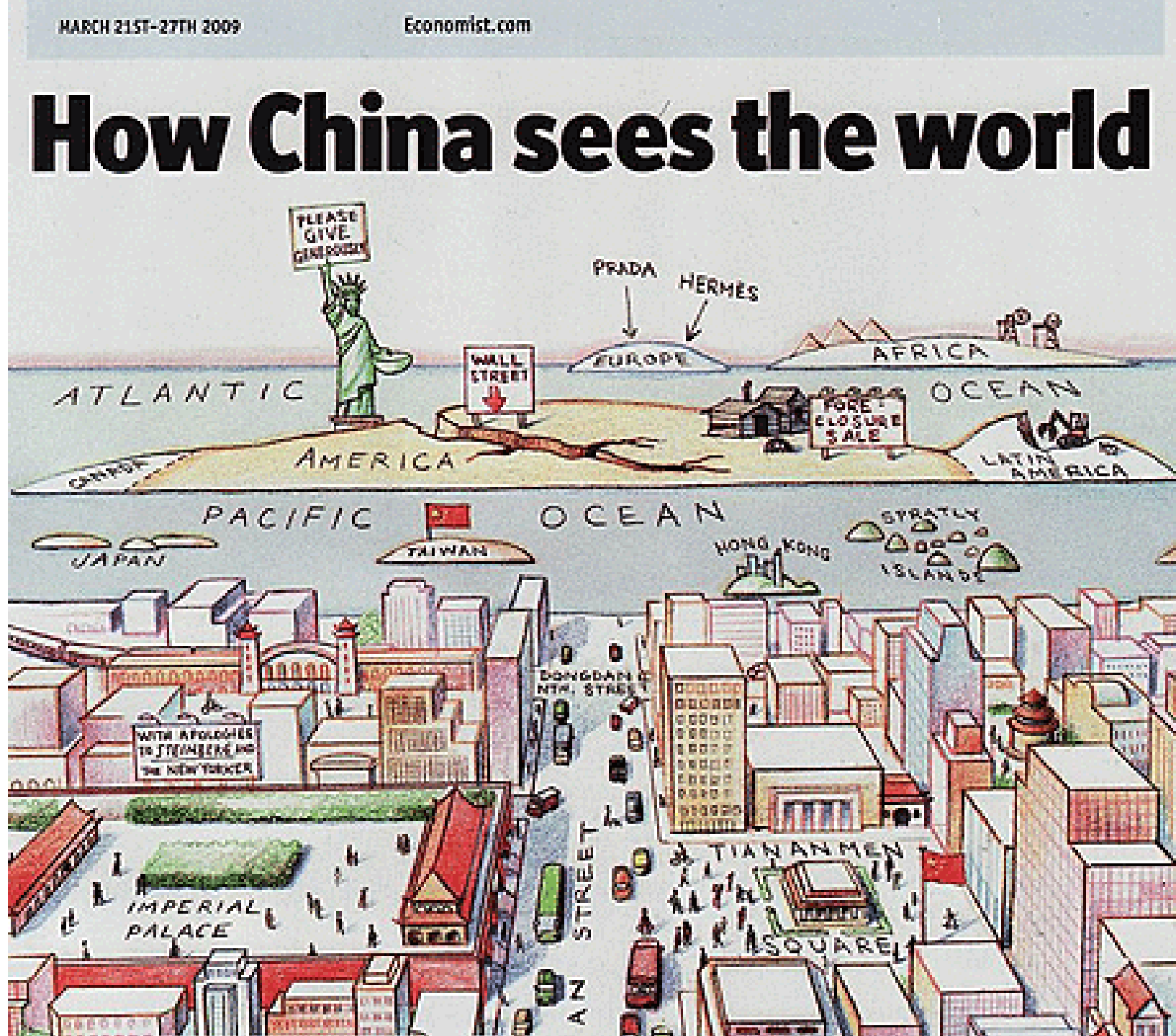
Tokyo subway map (diagrammatic, not spatial)



Illustrated city maps (Disneyland California)



Saul Steinberg mental maps



Think about these maps and consider:

- Which feel factual?
- Which feel emotional?
- Which feel opinionated?
- Significantly all of them are illustrations.

One hour task

Create an illustrated map of Dynevor campus that communicates a subjective experience rather than objective accuracy.

Focus through one subjective lens

- Anxiety map
- Comfort map
- Boredom map
- Noise map
- Belonging map

Useful hints

- Hand-drawn or digital sketch
- Limited colour palette (max 3 to 4 colours)
- Use symbolism, not labels.
- Distort scale intentionally (big feelings = big space)

Use Illustrative thinking such as:

- Metaphors (buildings as monsters, safe zones as nests, routes as scars)
- Repetition and pattern
- Textures to suggest mood
- Play with perspective (bird's-eye, flattened, warped)