ABOUT THE DEVELOPMENT OF THE METHODOLOGY OF CARTOGRAPHIC IMAGE DESIGH AND QUALITY CONTROL

Lyubov V. Yalovkina
GBU Mosgorgeotrest, 11, Leningradsky Prospekt St., Moscow, 125040, Russia, Engineer, e-mail: kartografka@list.ru

Olga N. Nikolaeva
Siberian State University of Geosystems and Technologies, 10, Plakhotnogo St., Novosibirsk, 630108, Russia, Ph. D., Professor., Department of Ecology and Environmental Management, phone: (383)361-06-86, e-mail: onixx76@mail.ru

The current level of technological progress has made popular and demanded the maps intended for a wide range of users. The technology for creating maps became available not only to certified cartographers, but also to specialists from other fields, and sometimes to the very users, which leads to the expansion of the circle of map manufacturers. At the same time, not all manufacturers can guarantee the high quality of the created products. Today, regulatory documents cover issues of design on only topographic, geological and technical (for example, surveying) maps, for which unified symbols were developed and introduced. For other types of maps, including those intended for a wide range of users, the assessment of design quality is not considered as an independent problem. Approaches to assessing the quality of maps, described in the literature, are limited to the analysis of their accuracy, content, reliability and modernity, but not enough attention is paid to design. The authors of the article aim to fill this gap and lay the methodological foundations of quantitative assessment and quality control of the design of cartographic images. When conducting research, the authors turned to the experience of specialists in the field of qualimetry.

Key words: cartographic image design, quality assessment methodology, qualimetry, evaluative properties, design assessment methods.

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