



# Wayside Map Planning Worksheet

*Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. Wayside maps work best when they are site-specific and have a clear focus. Outdoor orientation maps should provide only the necessary information to assist a visitor traveling from the sign location (point A) to point B. They should not include all the information you would see in a photograph, on the ground or in other parkwide maps. The **You Are Here** is almost always the most important feature on a wayside map.*

**Site**

Identify the exhibit location and number:

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**Purpose**

When planning a new map it is critical to establish clear intent. What is the purpose of the map?

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**Audience**

Identify the audience. Who will be using the map? Dayhikers? Campers? Tour Groups? Horseback Riders? Backcountry Users? Family Groups? Wheelchair users?

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**Size and Scale**

*In order to establish the size and scale of the map, determine the amount of space available in the exhibit layout and the geographic area to be shown on the map. Keep in mind that detail maps shown at a very large scale may mislead people into thinking that short distances are actually longer.*

What is the geographic area? What are the boundaries of the area you wish to show?

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What is the exact final reproduction size of the map?

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**Orientation**

Published maps are generally oriented with north at the top, however wayside maps often work better when oriented in the same direction as the wayside. The following checklist should be used to help determine map orientation. Check all that apply:

- map will show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)
- map will be used in more than one location with different You Are Here's
- map will be used on a kiosk
- map will be used on upright exhibits which can be oriented north, east or west
- visitors are likely to have a published map in hand and may use it for cross-reference
- map will show a small area with features that can be readily seen from the location of the wayside
- map will be used on a low-profile exhibit
- map will be used on an upright exhibit that is oriented south

If you checked one or more of the first five conditions, the map may need to be oriented north. If you checked one or more of the last three, the map may need to be oriented in the direction of the wayside.

**Reference Materials**

*Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. A map compilation, a hand or computer drawn map showing all content necessary to create the final map, is an excellent reference source.*

List all reference that will be provided for each map:

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