

ICHC 2024 – July 2nd

GRAPHIC SEMIOLOGY A VINTAGE QUESTION ?

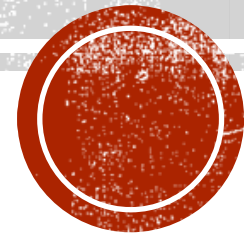
Marie Laure Trémélo

CNRS cartographic engineer
ESPACE laboratory UMR73000
marie-laure.tremelo@univ-amu.fr



Christine Zanin

Teacher researcher Université Paris Cité
Géographie-cités laboratory UMR 8504
Christine.zanin@u-paris.fr



HOW GRAPHIC SEMIOLOGY IS ACTUALLY USED IN CURRENT CARTOGRAPHIC DESIGN ?

News graphics technologies



- provide access to both the creation and consumption of original, innovative and increasingly complex cartography
- maps are being designed and produced ever faster



- cartographic design choices are entrusted to software automation
- Software is not always respectful of graphic meaning
- It can be a source of damaging conceptual drift

EFFICIENCY *VERSUS* TEMPORALITY

- an survey based on the central question:

can Jacques Bertin's graphic semiology be diluted by the demand for innovation that is sweeping the world of cartographers?

La sémiologie graphique, démodée ou non ?

Dans le cadre de la 30^e conférence ICHC (Interdisciplinarity and New Challenges in the History of Cartography), conférence universitaire consacrée à l'avancement des connaissances sur l'histoire des cartes et de la cartographie, nous cherchons à évaluer si la sémiologie graphique de Jacques Bertin est soluble dans l'exigence d'innovation et de rapidité qui frappe le monde des cartographes. Quelle importance est encore accordée à la sémiologie graphique dans la conception cartographique ? Quelle part de la réflexion sémiologique est conservée dans le processus de conception cartographique ? La sémiologie est-elle vraiment démodée ?

Nous adressons notre enquête à l'ensemble des communautés qui travaillent de près ou de loin avec la carte, universitaires, chercheurs, éditeurs, cartographes, journalistes, indépendants, responsables informations géographiques d'entreprises de différents horizons, etc.

Nous vous remercions par avance de bien vouloir répondre à cette enquête. **Réponse attendue pour le 12 avril au plus tard**; le questionnaire restera ouvert jusqu'au 17 mai 2024.

N'hésitez-pas à revenir vers nous si vous souhaitez en obtenir les résultats.

Bien cartographiquement

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Il y a 11 questions dans ce questionnaire.

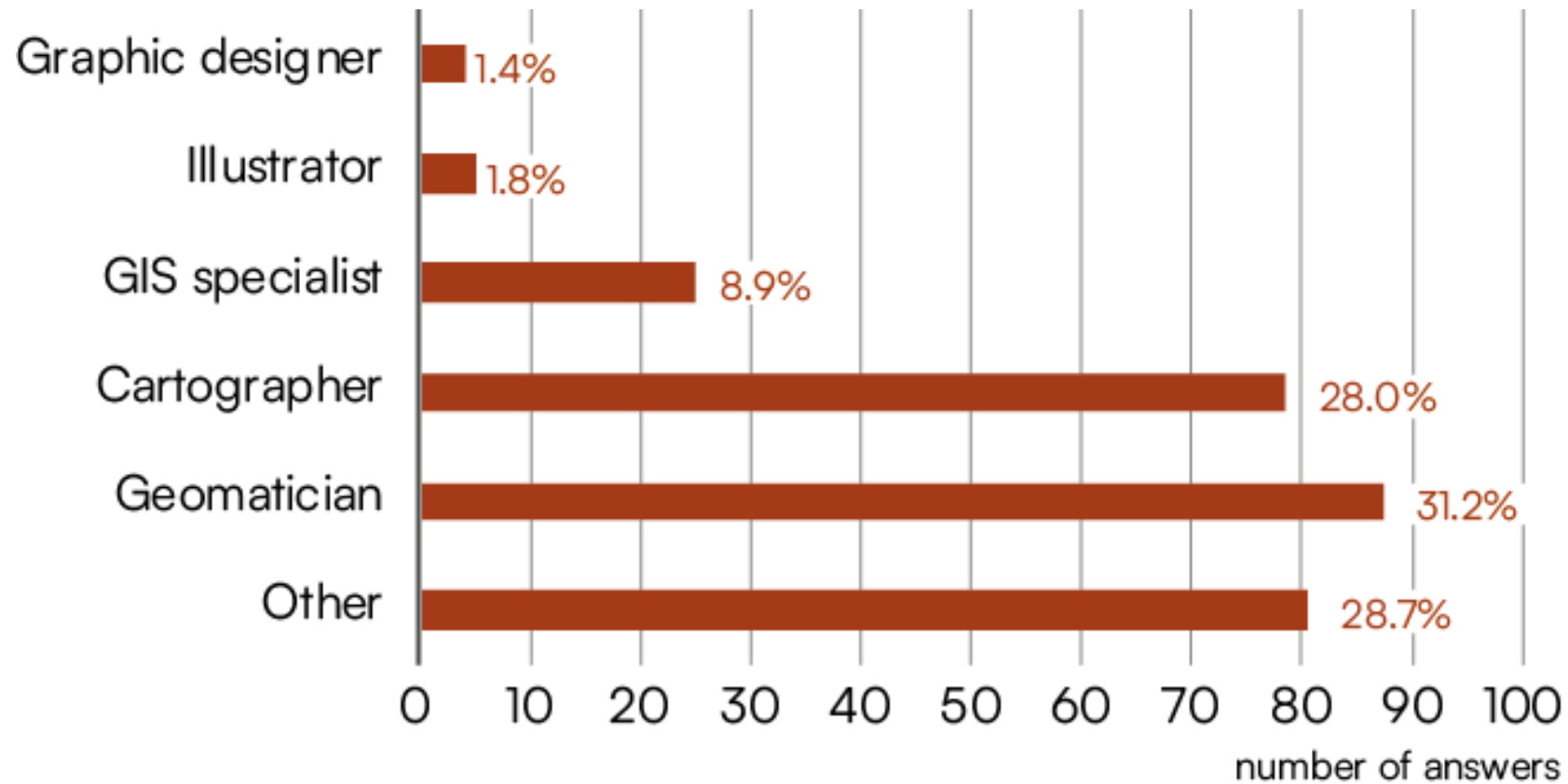
- Survey open from **March 12 to April 17**
- with LimeSurvey software deployed on Aix-Marseille University servers
- Through 4 mailing lists:
 - **Geotamtam**: a french-speaking geographers
 - **MAGIS**: Methods and Applications for Geomatics and Spatial Information research group
 - **ACG**: former cartographer association from the universities of Paris 1, Paris 7 and ENSG
 - **Mate-shs**: network of engineers working with geographic and survey data

THE SURVEY

- 2 kinds of questions :
 - ✓ 6 closed questions *to understand the link between training and the importance of **graphic semiology**/time/efficiency/semiotics.*
 - ✓ 1 open question *to assess whether cartographers know and use semiotics*
 - ✓ *question on respondents' occupation, training and workplace location*

THE SURVEY

311 answers
but **301** full
replies/usable
(97%)



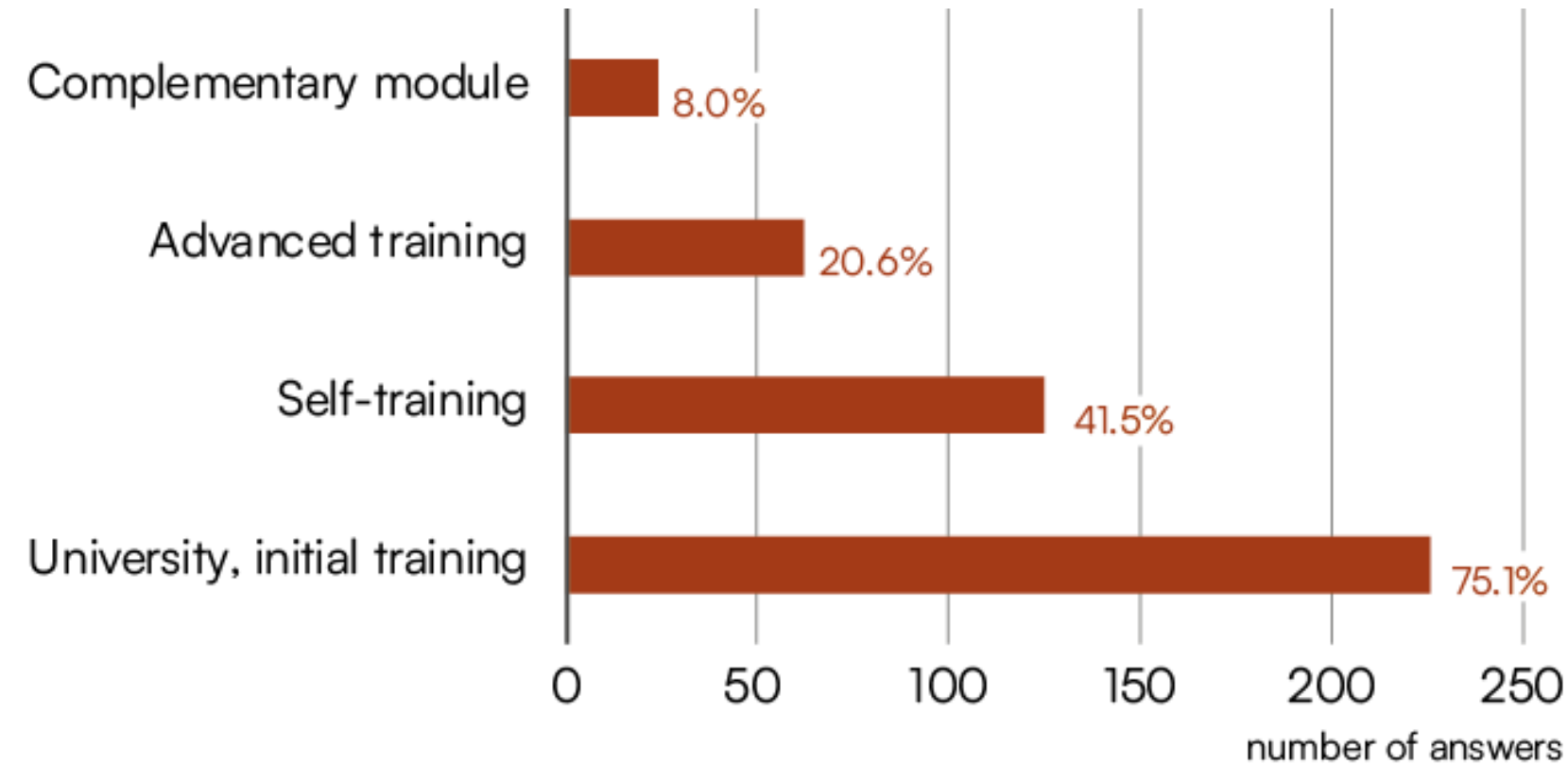
Mainly geomaticians

THE SURVEY

Q8 - How do you define yourself ?

N=282 NA=19

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University trained

THE SURVEY

Q9 - How did you learn about cartography ?

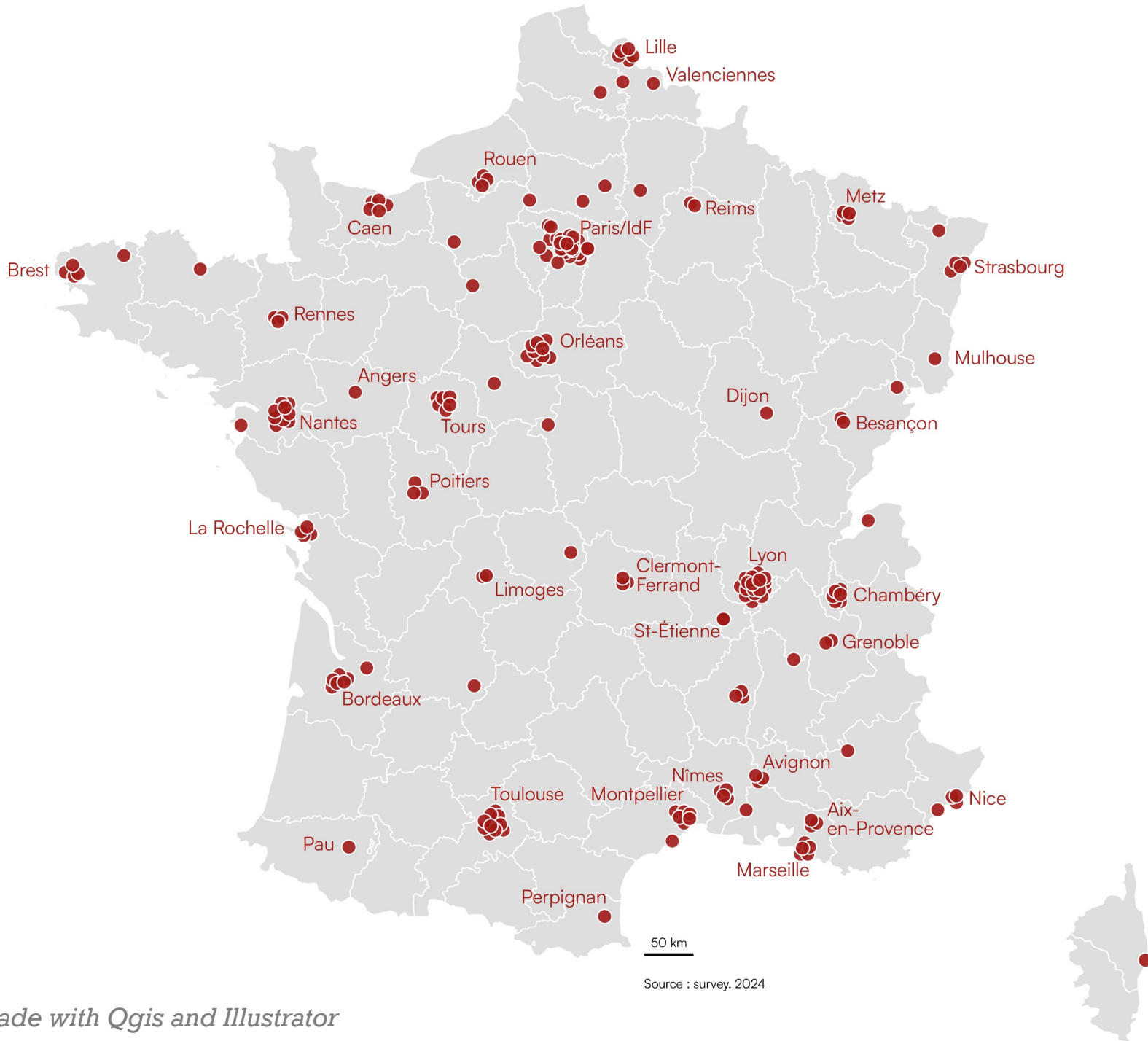
Multiple-choices question
N=301

Country	Count
United Arab Emirates	1
United States of America	1
Burkina Faso	1
Senegal	2
Monaco	1
Portugal	1
Germany	1
Switzerland	1
Belgium	2
Luxembourg	2
France	268
<i>Martinique</i>	1
<i>La Réunion</i>	1
<i>Metropolitan France</i>	266

THE SURVEY

Q10 - Where are you from?

N=281 NA=20

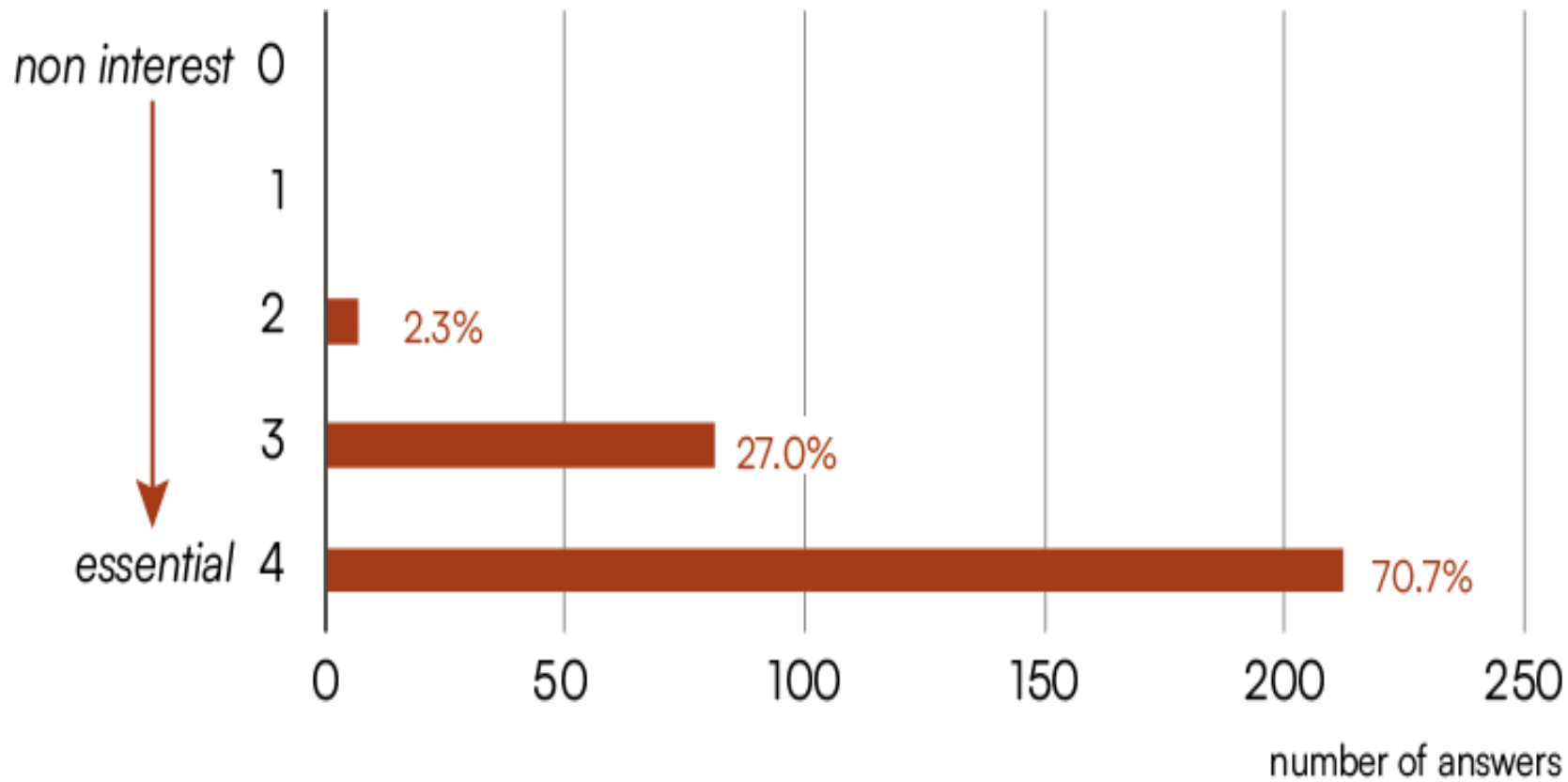


THE SURVEY

Q10 - Where are you from?

N=281 NA=20

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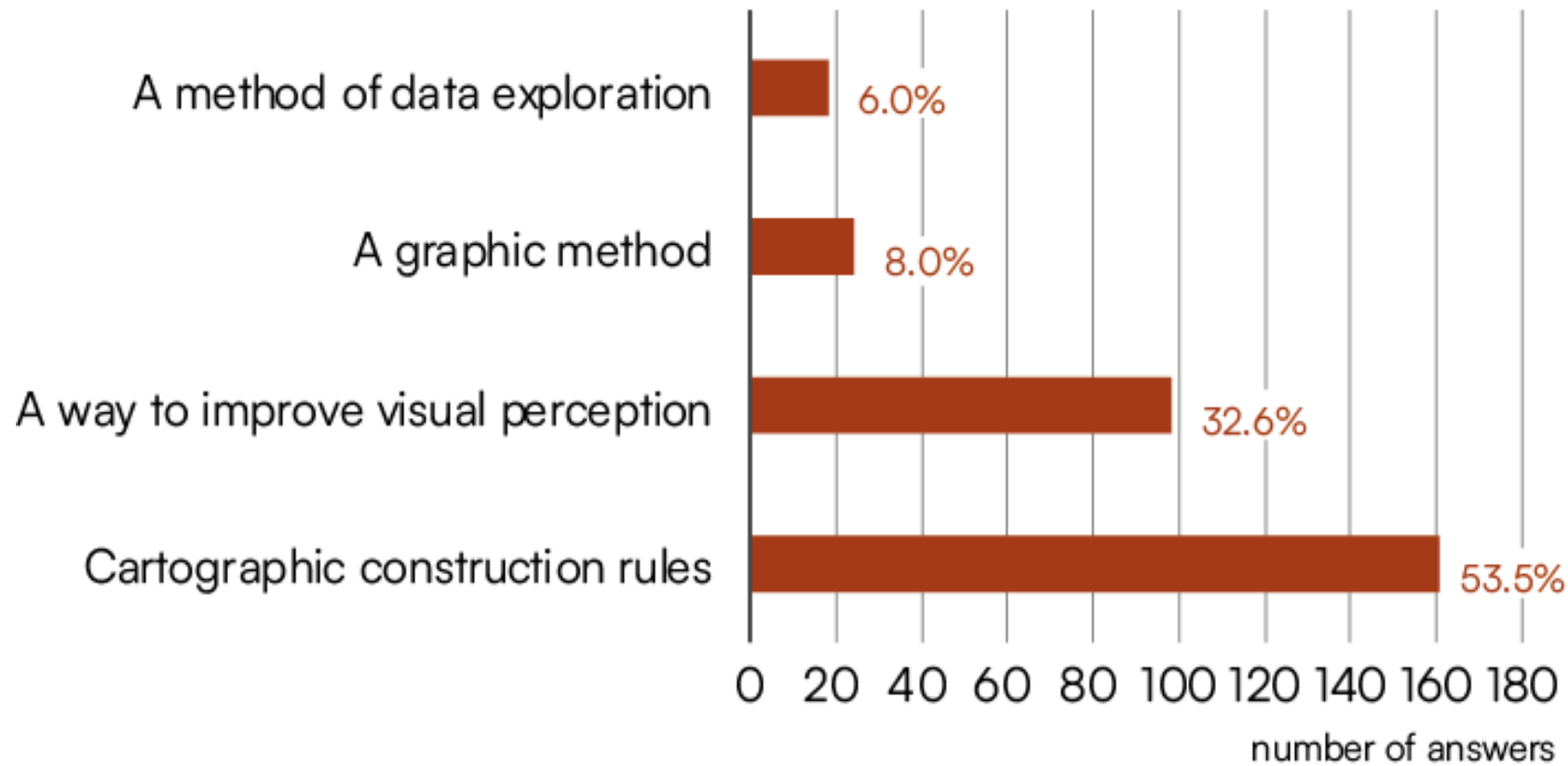


....fundamental 😊

THE SURVEY

Q1- Do you feel that graphic semiology is...

N=300 NA=1



Rules for visual perception

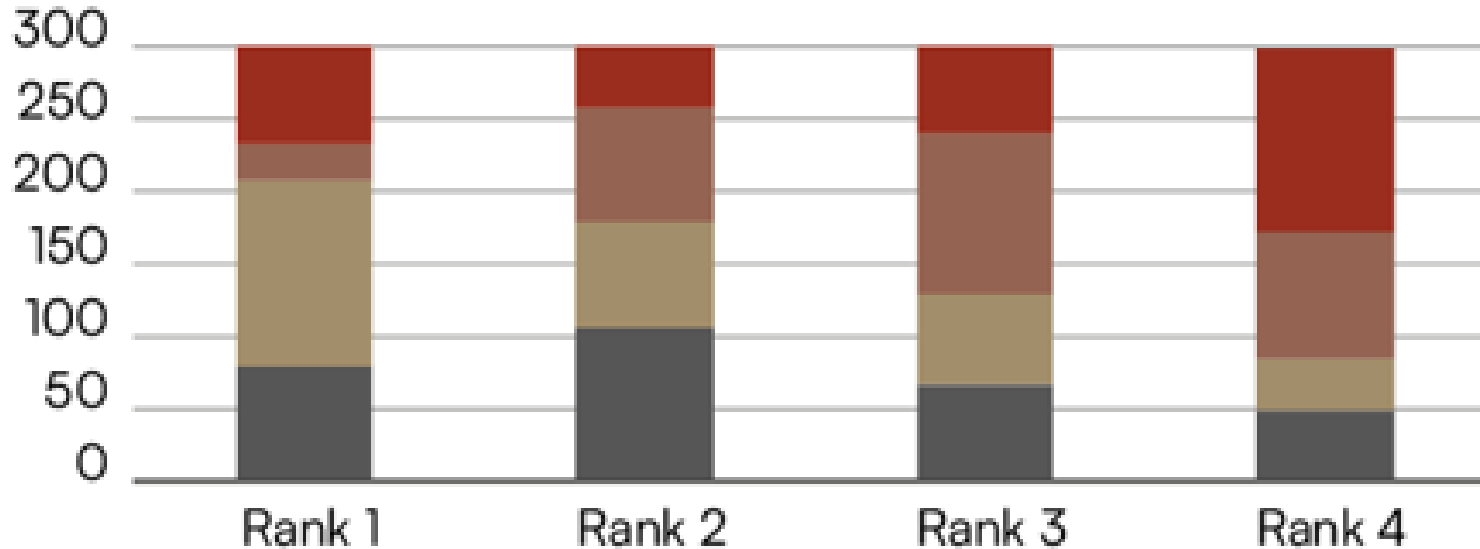
THE SURVEY

Q2- Graphic
semiology is...





N=301

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number
of answers



Effectiveness

Information selection 
Readability 
Effectiveness of the message 
Visual perception 

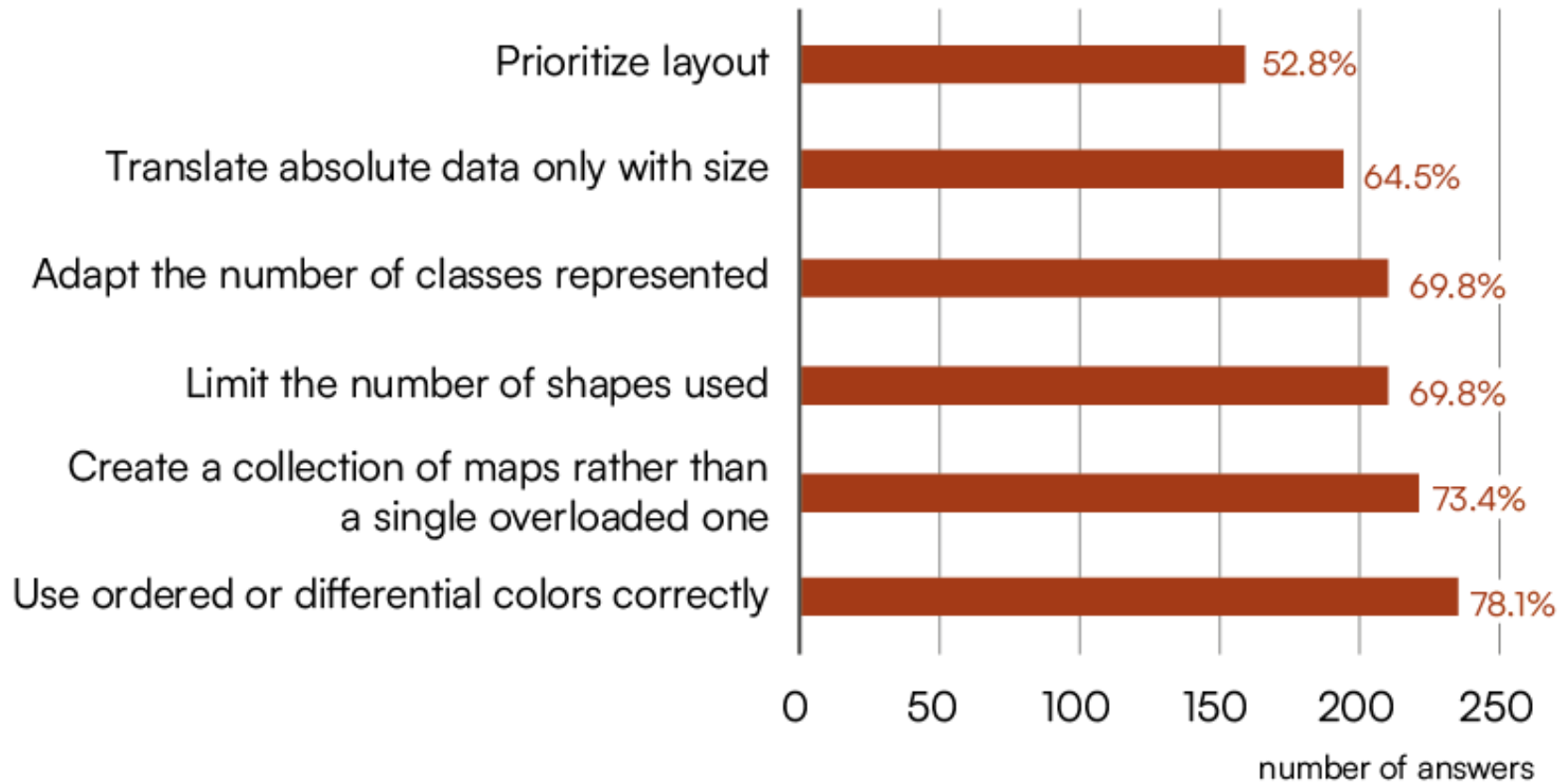
THE SURVEY

Q3- Which principles of graphic design do you consider to be the most important?

Rank from 1 to 4
with 1 = most important

N=301

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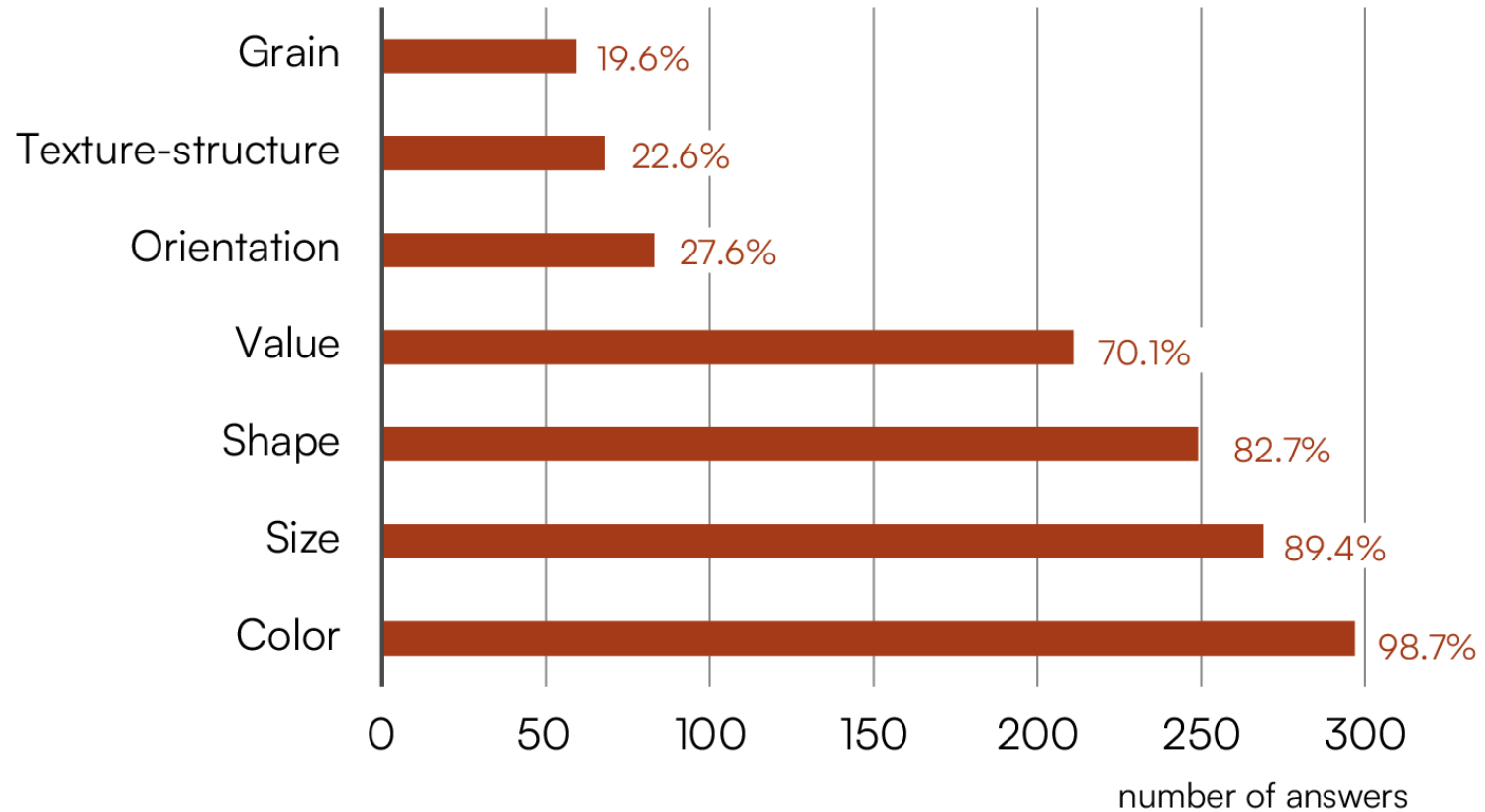
Color ! to order or classify

THE SURVEY

Q4- What elements of graphic semiology do you systematically apply?

N=301

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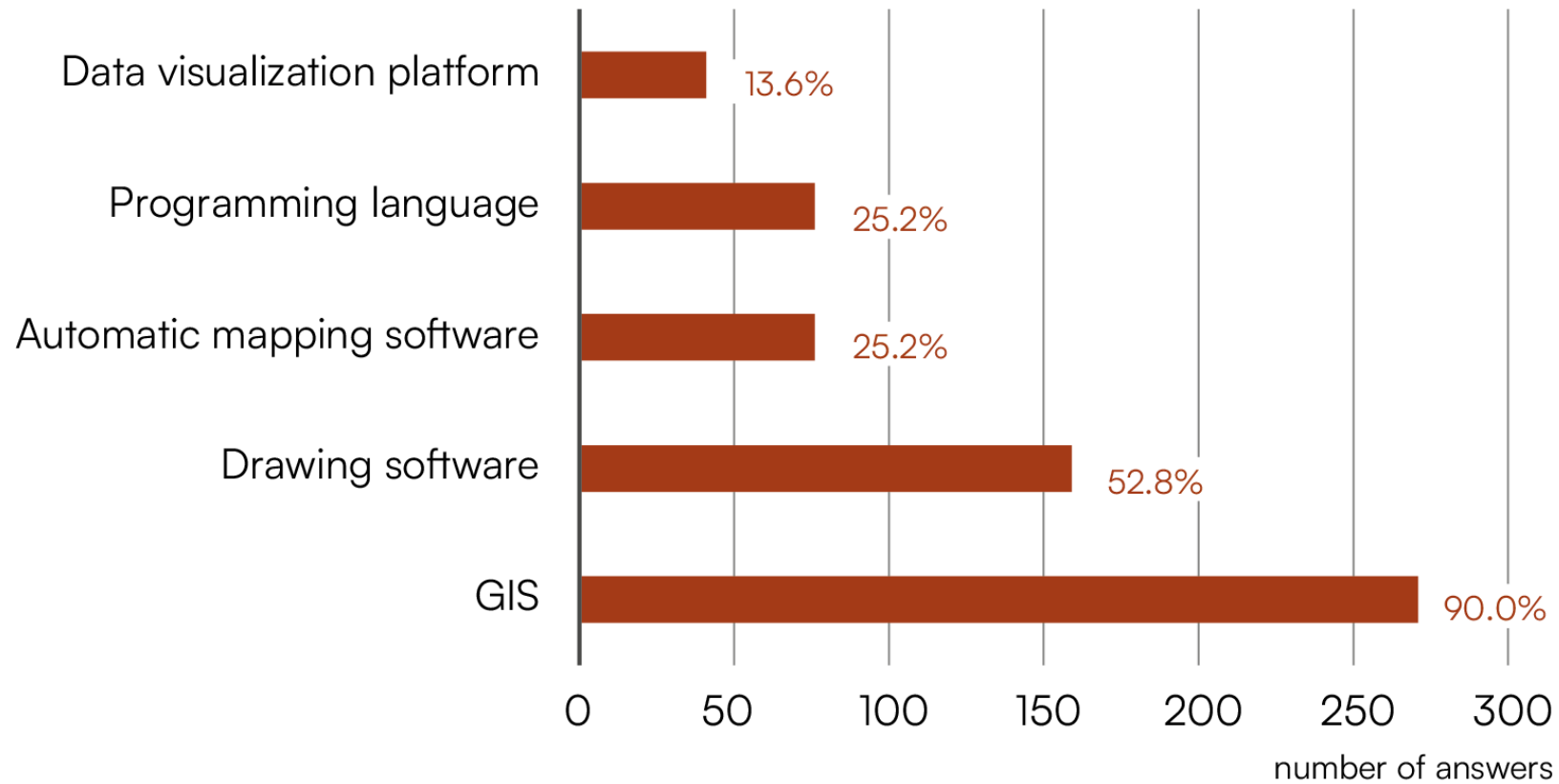


Color again ... of course !!!!

THE SURVEY

Q5- Which visual variables do you mostly use?

N=301



But first GIS !

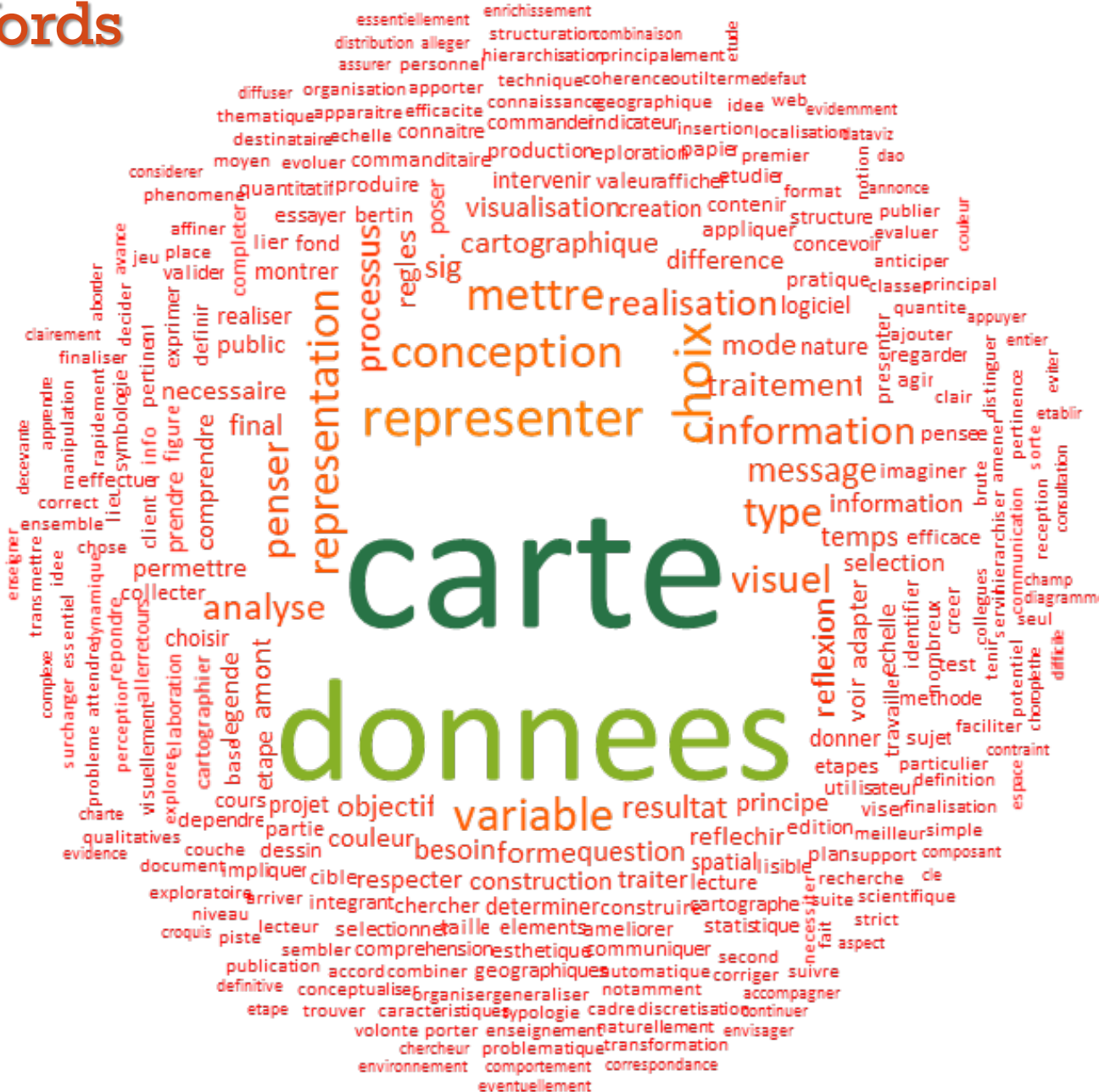
THE SURVEY

Q6- What technical tools do you use?

N=301

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875 Words



THE SURVEY

Q7- At what point in the process of your cartographic design do you think about graphic semiology?

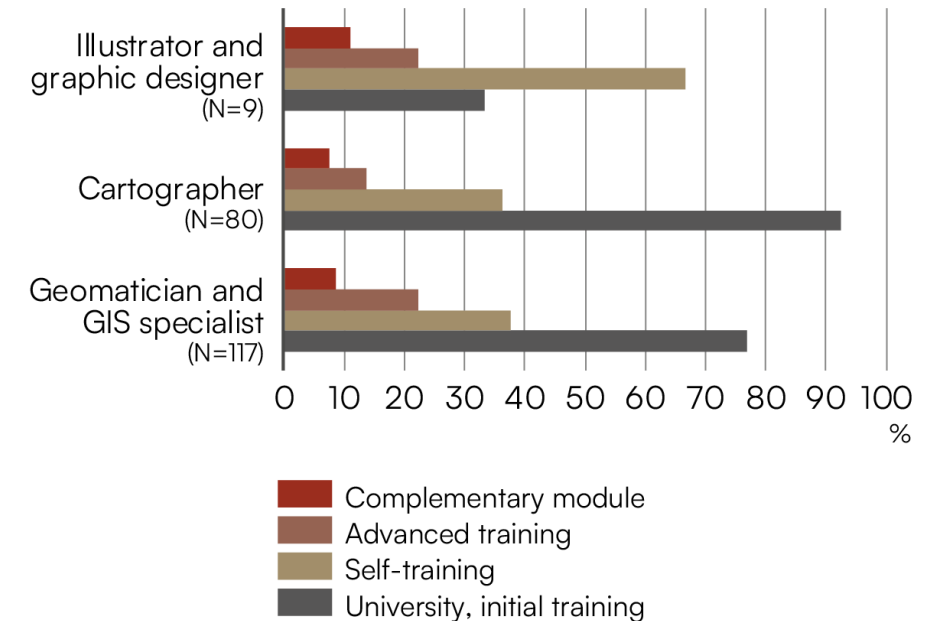
Explain how and when in a few words

DID WE ANSWER TO OUR QUESTION ?

Graphic semiology is not a thing of the past,
and remains one important clue for many
cartographers,

but...

- The **DEMOCRATIZATION** of tools do not have to avoid **KNOWLEDGE** of graphic semiology rules
- Graphic semiology rules requires **LEARNING**



AN EXPLORATORY SURVEY TO BE CONSOLIDATED...

- *Is there a link between job and type of training? Tool used?*
- *What is the cartographic quality of recently defended geography PHD? of institutional reports ? Or others documents?*
- *Is graphic semiology still part of initial university training?*
- *What research is being done about graphic semiology uses?*

How can **graphic semiology be adapted** to new visualization tools and techniques? to on-screen digital cartography? to dynamic cartography? to interactive cartography?

(for example only 4 of the Bertin's visual variables are still useful)

THANK YOU FOR YOUR ATTENTION

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