GSEN 5384.001: GEOSPATIAL VISUALIZATION DESIGN  
Geospatial Surveying Engineering  
Fall 2015

A. COURSE INFORMATION
   Course number/section: GSEN 5384.001  
   Class meeting time: Lecture: Tuesday and Thursday 9am-10:15am  
   Class location: Lecture: CB1104  
   Course Website: http://bb9.tamucc.edu

B. INSTRUCTOR INFORMATION
   Instructor: Seneca Holland  
   Office location: CB1 108  
   Office hours: TBD  
   Telephone: 361-825-3712  
   e-mail: Seneca.holland@tamucc.edu  
   Appointments: Email or call to make an appointment.

C. COURSE DESCRIPTION
   Catalog Course Description
   This course will cover principles of advanced cartographic generalization including 
cartometric evaluation and spatial and attribute transformations. Topics include an overview 
of vector based and raster based generalization and the mathematical foundations of 
topographic map design and generalization. Prerequisite: Permission of the Program 
Coordinator and GSEN 5383.

D. PREREQUISITES AND COREQUISITES
   Prerequisites
   None

   Corequisite
   None

E. REQUIRED TEXTBOOK(S), READINGS AND SUPPLIES
   Required Textbook(s)
   Bolstad, Paul. GIS Fundamentals, A First Text on Geographic Information Systems. 4th 
   Edition.

   Supplies
   • Laptop computer with Windows 7 or Windows 8
• ArcGIS 10.2.1 or higher with 3D Analyst and Spatial Analyst extensions. This is provided in lab on campus. Software will be provided as a download.
• Adobe PDF viewer. (e.g. Adobe Acrobat Reader).
• Video player able to play MPEG-4 video (Quicktime, VLC, Windows Media Player).
• Web browser with Java Virtual Machine installed.
• High-speed internet access.
• Web camera for exams via Examity

F. STUDENT LEARNING OUTCOMES AND ASSESSMENT

Assessment is a process used by instructors to help improve learning. Assessment is essential for effective learning because it provides feedback to both students and instructors. A critical step in this process is making clear the course’s student learning outcomes that describe what students are expected to learn to be successful in the course. The student learning outcomes for this course are listed below. By collecting data and sharing it with students on how well they are accomplishing these learning outcomes students can more efficiently and effectively focus their learning efforts. This information can also help instructors identify challenging areas for students and adjust their teaching approach to facilitate learning.

LEARNING OBJECTIVES:
1. Describe and explain map types, cartographic design process, map projections, and spatial data collection and processing.
2. Describe and explain cartographic theories of perception and design.
3. Recognize and choose appropriate map projections for different map types and purposes.
4. Apply principles of GIS visualization by producing maps.
5. Critique peer-designed maps and recommend design changes to improve the maps' cartographic quality.

G. INSTRUCTIONAL METHODS AND ACTIVITIES

In-person and online lectures

H. MAJOR COURSE REQUIREMENTS AND GRADING

Student learning outcomes will be assessed through weekly reports and a final presentation. All reports and the presentation will be graded on: grammar, neatness, professionalism, and clarity.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>% of FINAL GRADE</th>
</tr>
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<tbody>
<tr>
<td>Exam 1</td>
<td>12</td>
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<tr>
<td>Exam 2</td>
<td>13</td>
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<tr>
<td>Exam 3</td>
<td>15</td>
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<tr>
<td>Semester Project</td>
<td>15</td>
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<tr>
<td>Laboratory Assignments</td>
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I. COURSE CONTENT/SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
<th>Laboratory</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Overview and Introduction</td>
<td>None</td>
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<tr>
<td>1</td>
<td>Introduction to Maps and Mapmaking</td>
<td>Chapters 1</td>
<td>None</td>
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<tr>
<td>2</td>
<td>Introduction to Thematic Maps</td>
<td>Chapter 1</td>
<td>Making Your First Map</td>
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<tr>
<td>2</td>
<td>Revisiting Geodesy and Coordinate Systems &amp; Map Critique</td>
<td>Chapter 2</td>
<td>None</td>
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<tr>
<td>2</td>
<td>Revisiting Coordinate Systems and Scale</td>
<td>Chapter 2</td>
<td>Map Projections</td>
</tr>
<tr>
<td>3</td>
<td>Map Projections &amp; Map Critique</td>
<td>Chapter 3</td>
<td>None</td>
</tr>
<tr>
<td>3</td>
<td>Nature of Data and Selection of Symbols</td>
<td>Chapter 4</td>
<td>Working with Thematic Maps</td>
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<tr>
<td>4</td>
<td>Descriptive Statistics &amp; Map Critique</td>
<td>Chapter 5</td>
<td>None</td>
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<td>4</td>
<td>Data Classification</td>
<td>Chapter 5</td>
<td>Data Classification</td>
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<td>5</td>
<td>Exam Review &amp; Map Critique</td>
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<td>None</td>
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<tr>
<td>5</td>
<td>Map Design &amp; Map Critique</td>
<td>None</td>
<td>Using Color Effectively</td>
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<tr>
<td>6</td>
<td>Map Design &amp; Map Critique</td>
<td>Chapter 12</td>
<td>None</td>
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<tr>
<td>6</td>
<td>Exam 1</td>
<td>Chapter 12</td>
<td>Layouts and Figure Ground Relations</td>
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<tr>
<td>7</td>
<td>Map Design &amp; Map Critique</td>
<td>Chapter 14 &amp; 15</td>
<td>Semester Project Prospectus</td>
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<tr>
<td>7</td>
<td>Map Design &amp; Color Principles</td>
<td>Chapter 14 &amp; 15</td>
<td>Make Your Best Map Yet</td>
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<td>8</td>
<td>Color Principles &amp; Map Critique</td>
<td>Chapter 14 &amp; 15</td>
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<td>8</td>
<td>Use of Type</td>
<td>Chapter 13</td>
<td>Annotation in Arc Map</td>
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<td>9</td>
<td>Use of Type and Map Critique</td>
<td>Chapter 13</td>
<td>None</td>
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<td>The Choropleth Map</td>
<td>Chapter 6</td>
<td>Thematic Mapping: The Choropleth Map</td>
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<td>The Choropleth Map &amp; Map Critique &amp; Exam Review</td>
<td>Chapter 6</td>
<td>None</td>
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<td>10</td>
<td>Exam 2</td>
<td>None</td>
<td>Thematic Mapping: The Dot Density Map</td>
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<td>11</td>
<td>The Proportional Symbol Map</td>
<td>Chapter 7</td>
<td>Thematic Mapping: The Proportional Symbol Map</td>
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<tr>
<td>11</td>
<td>The Dot Density Map &amp; Map Critique</td>
<td>Chapter 9</td>
<td>Thematic Mapping: The Flow Map</td>
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<td>12</td>
<td>Flow Maps</td>
<td>Chapter 11</td>
<td>Work on Final Project</td>
</tr>
<tr>
<td>12</td>
<td>Isarithmic and 3D Maps &amp; Map Critique</td>
<td>Chapter 12</td>
<td>Work on Final Project</td>
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<tr>
<td>13</td>
<td>Special Topics &amp; Map Critique</td>
<td>TBD</td>
<td>Work on Final Project</td>
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<tr>
<td>13</td>
<td>No Class – Work on Final Projects</td>
<td>None</td>
<td>Work on Final Project</td>
</tr>
<tr>
<td>13</td>
<td>Exam Review and Jeopardy</td>
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<td>Final Project Due</td>
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<tr>
<td>14</td>
<td>Exam 3/Final Exam</td>
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Note: Changes in this course schedule may be necessary and will be announced to the class by the Instructor. The assignments and exams shown are directly related to the Student Learning Outcomes described in Section F.

J. COURSE POLICIES

Attendance/Tardiness
Students are expected to attend all lectures and labs.

Late Work and Make-up Exams
All assignments must be completed on time. Submission of an assignment after the due date is accepted, but with a penalty of 30% of the grade for the first 24 hours late, and 10% each additional 24 hours. Make-up presentation and reports are not permitted except for documented, exceptional reasons.

Extra Credit
No extra credit options are available for this course. No exceptions.

Email
Consider email as official correspondence warranting professional language. Professional emails include elements such as a short descriptive subject line, salutation, complete inquiry in the body of the message, your full name, and course and section number. Unprofessional emails will result in a non-response and request for proper correspondence.

Prior Learning and Lecture Slides:

The professor will assume that prior to class you have made an earnest effort to understand the material. This will allow you to be prepared to engage the material in more detail or address misunderstandings in class. The slides in class are primarily for visual learners who need to both hear words and see text as they are learning. They are not meant for students to copy as a substitute for prior studying and learning. As such, students should not frantically try to write down everything from the lecture slides. Lecture is simply another time and place to encounter the material again since repeat exposure helps with memory and understanding. As such, your in-class lecture notes do not need to be extremely lengthy. Additionally, please pay attention to what is not on the slides, that is, the extra examples and vocabulary the professor mentions that are related to the slides.

Technological Excuses
Hard drive crashes and other computer woes will not be accepted as excuses for late submission. Students should, given the complexity of the tasks they will pursue, be sure that they maintain adequate backup copies of all aspects of their work. Additionally, plan ahead so that you will have time to use the on-campus computers and printers if necessary. You may NOT submit papers/assignments by e-mail. If for some reason you feel you have to do this, you must ask for, and receive, permission ahead of time; furthermore, you may not
consider an e-mailed paper/assignment to be submitted until you have received a reply confirming that I have received the paper/assignment.

Communication about Life Events
It is your (student’s) responsibility to keep up with the course instruction, assignments, and examinations. Should a life event interrupt your ability to meet these responsibilities, you must inform the instructor about this as soon as possible and within a reasonable amount of time so that a course of action can be determined. Communicating with the instructor about these life events in an unreasonable time frame is not acceptable and will not change the outcome of missed work nor will it be a valid reason to receive an ‘Incomplete’ designation for the course.

Originality of Work
Every exam and lab assignment for this class must be your own work.

K. COLLEGE AND UNIVERSITY POLICIES

- **Academic Integrity (University)**
  University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade.

- **Classroom/Professional Behavior**
  Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

- **Statement of Civility**
  Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.
• **Deadline for Dropping a Course with a Grade of W (University)**

The grade of W will be assigned to any student officially dropping a course. Please consult with the instructor before you decide to drop to be sure it is the best thing to do. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Should dropping the course be the best course of action, visit the Office of the University Registrar for the Course Drop Form that must be submitted. No student is eligible to receive a W without completing the official drop process by this deadline. Please consult the Academic Calendar ([http://www.tamucc.edu/academics/calendar/](http://www.tamucc.edu/academics/calendar/)) for the last day to drop a course.

• **Grade Appeals (College of Science and Engineering)**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules website at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html), and the College of Science and Engineering Grade Appeals webpage at [http://sci.tamucc.edu/students/GradeAppeal.html](http://sci.tamucc.edu/students/GradeAppeal.html). For assistance and/or guidance in the grade appeal process, students may contact the chair or director of the appropriate department or school, the Office of the College of Science and Engineering Dean, or the Office of the Provost.

• **Disability Services**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call (361) 825-5816 or visit Disability Services in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

[http://disabilityservices.tamucc.edu/](http://disabilityservices.tamucc.edu/)

• **Statement of Academic Continuity**

In the event of an unforeseen adverse event, such as a major hurricane and classes
could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

L. OTHER INFORMATION

- **Academic Advising**
  The College of Science & Engineering requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. Meetings are by appointment only; advisors do not take walk-ins. Please call or stop by the Advising Center to check availability and schedule an appointment. The College’s Academic Advising Center is located in Center for Instruction 350 or can be reached at (361) 825-3928.

**GENERAL DISCLAIMER**

I reserve the right to modify the information, schedule, assignments, deadlines, and course policies in this syllabus if and when necessary. I will announce such changes in a timely manner during regularly scheduled lecture periods.