As a steadfast staple of "following a flow", Topography has continued be a necessary 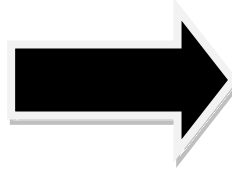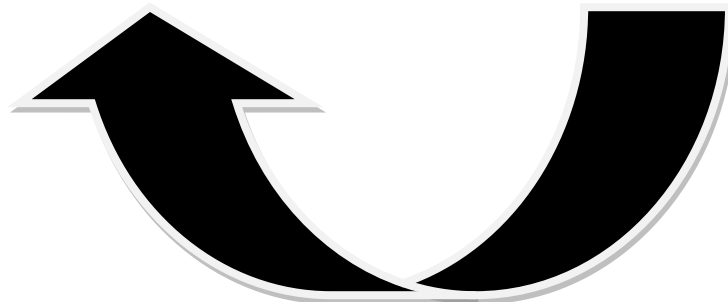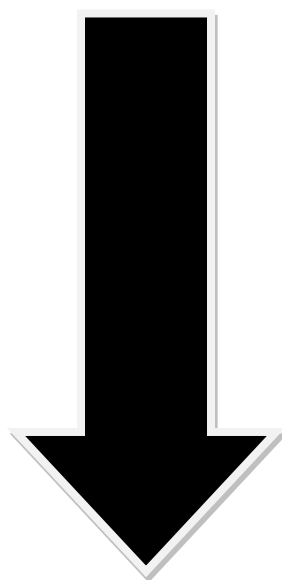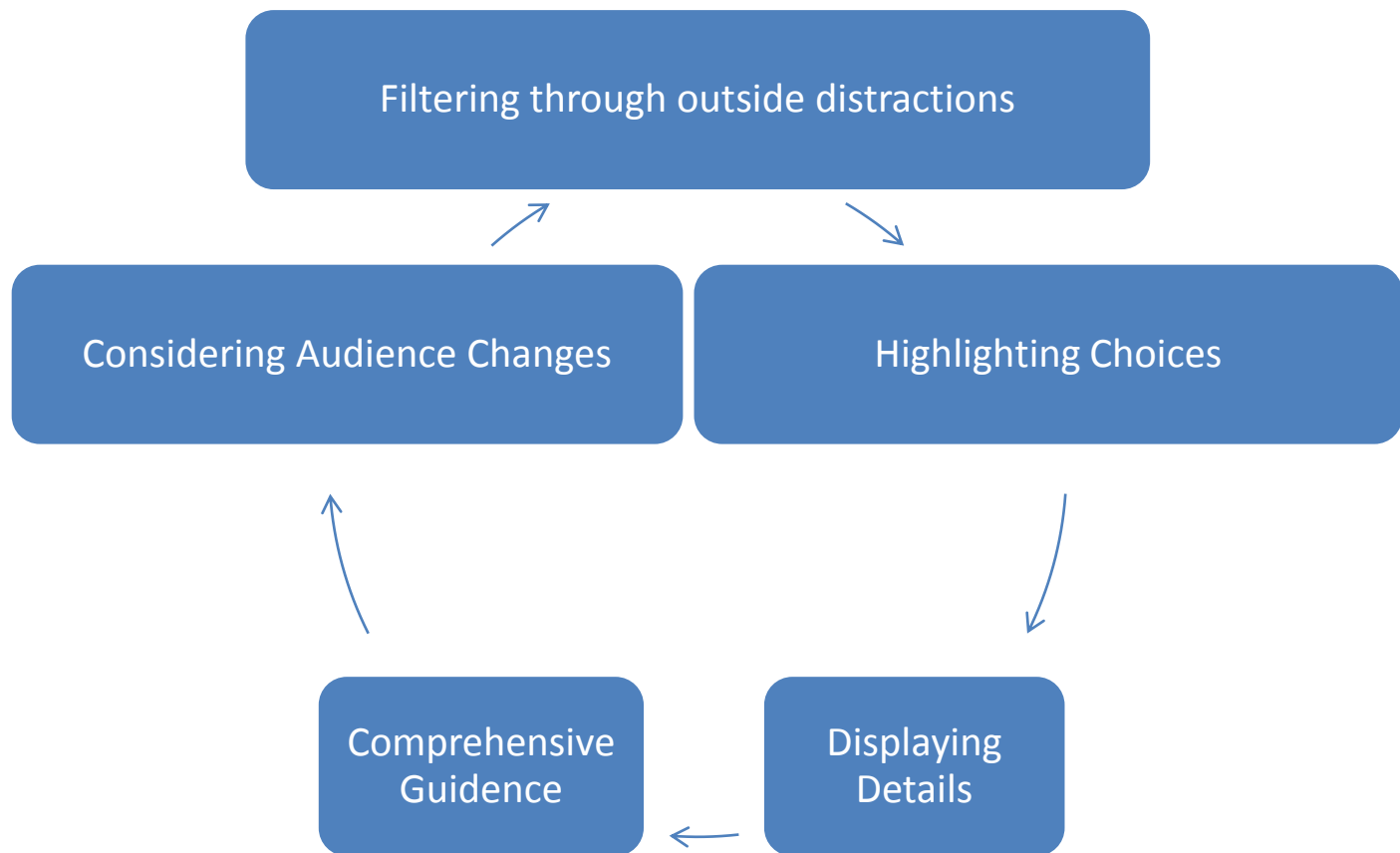tool of civilization. While the art of mapping inherently has changed to meet societal needs, the main point of getting from one point to another in a guided pattern has remained unchanged.

When considering mapping, one can presume designers must consider the audience first, and create the most appealing design that will ultimately guide the reader's eyes in an intentional flow or pattern.
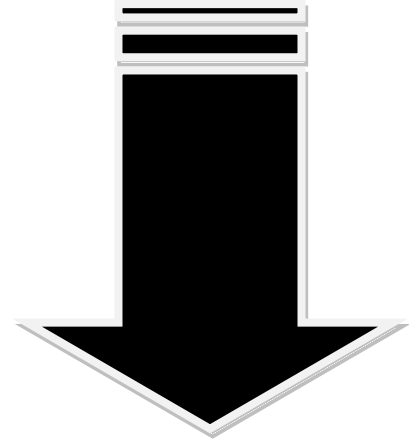
The design of the map will ultimately determine its effectiveness.

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                    Filtering through outside distractions

Considering Audience Changes              Highlighting Choices

              Comprehensive              Displaying
                Guidence                  Details
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Wayfinding ultimately guides intent of mapping. Designers create templates that have been successful to direct the public to general public areas and beyond. Mapping tools such Map Legends create detailed interpretation, and allow the public to visualize "you are here" from anywhere else.
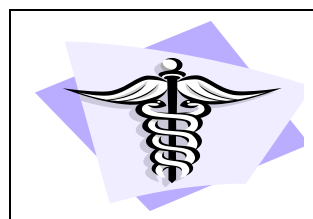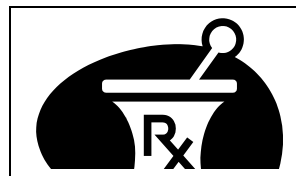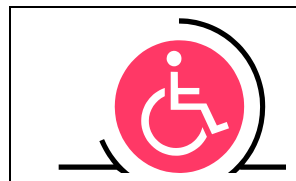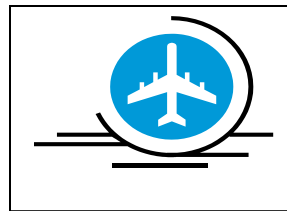
Also at work when considering Mapping, is recollection. Signs and symbols can be used to make maps more detailed, while simultaneously using the public's memory as a perceived design tool.

Some symbols can be used interchangeably throughout the world, and are regarded generally as the one significant illustration irrespective of language and cultural challenges.