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# The Future of Terrain Presentation at National Geographic Magazine

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## **Abstract**

National Geographic Magazine has been representing terrain in our maps for nearly 110 years. Throughout that time we have continually worked to develop new styles, refine our methods, and improve the processes for depicting mountainous terrain. Periodic updates of our techniques for terrain presentation have yielded some spectacular successes and, to a lesser degree, some failures. This paper examines the magazines current efforts to improve our terrain presentation in the light of that history. Explanation of our goals for the future and what we need to do to achieve them are offered. I will analyze specific topics like the challenge of keeping our terrain presentation unique and the role hand cartography plays in our production processes. The current status of terrain presentation in the freelance cartographic world, as well as technological advances we see as important in the future of terrain presentation will be reviewed. The paper will finish with examples of the terrain presentation in development and illustrations of the process we'll use to produce it.