

## Handout 7: Designing maps with the COMAPP Generator – Texts, Images, Sound

# Designing with the COMAPP Generator

## Texts

With the map generator, you can create multimedia maps. Things to keep in mind:

- The *title* you assign in the overall map settings will later be displayed in the title bar of the browser. It is the main heading of your project.
- The *descriptive text for the map* provides some additional background.
- The *name of a marker* should not contain more than 20 characters: short, concise information.
- The *description of the marker* gives additional information, there is space for 150 characters.

It's undisputed among online editors:

**The first words should make people curious.** That means:

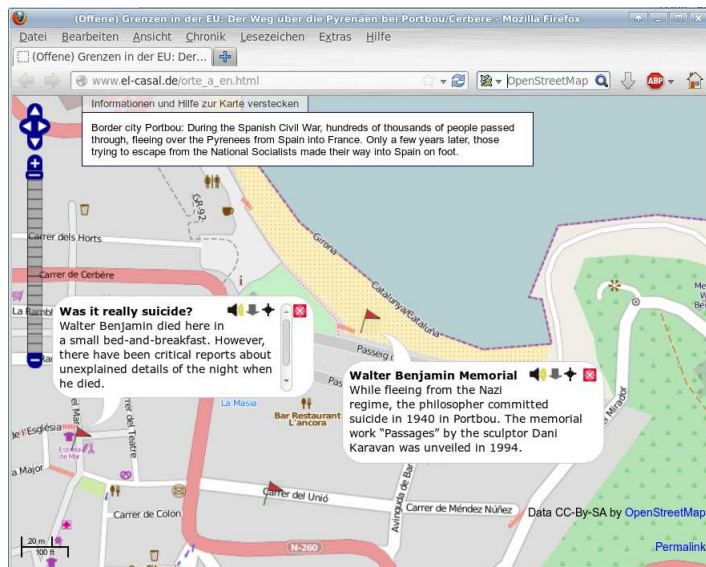
The name and description of a marker begin with the essential information, inviting the user to continue reading.

**20 + 150 characters will have to do.**

If your text is too long, the pop-up window will appear with a scroll bar – and experience shows that most visitors to your map will not use it. Therefore, in every case: **put the most important thing first.**

**Good:** Concrete information about persons or events related to the marker location. Simple, concise language. Weigh each word carefully in terms of importance and effect.

**Bad:** Empty phrases. Formulations such as “Interview with ...“ or “We spoke to ...”. Better: a core statement made by the interview partner.



## Images

For images that will be viewed on screens, there are different requirements than for high-resolution images printed on paper: screen images should be small and compact.

- By comparison with photo prints, screens display rather rough images. Therefore, low resolution is good enough.
- Partly, the images will be displayed on mobile devices, where only lower data densities are feasible.

It is wise to use images with 800x600 pixel. The format *jpg* should be chosen for photos; it is only recommended to use *png* for graphic elements (such as bar graphs). For use on the web, photo images with clear motifs and good contrast are most suitable. Clip your photos before publishing them, cropping the edges to bring out the main image.

## Sound

Some tips for publishing sound clips on the web:

- Choose only the most incisive passages from your material. Web listeners are impatient.
- Pay attention to good modulation: In the audio editing programme, you should raise the volume level of your clips to 0 dB.
- Sound takes with background atmosphere should be briefly faded in and out.

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To be kept in mind in all cases: you may only publish texts, images, and sounds after being granted permission to do so. This also applies to material you have recorded yourself (photos, audio). The persons depicted or interviewed must agree to the publication.