

Michael Hermann, Cartographic Designer

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Biographical Sketch

Michael is the senior cartographer with the UMaine Canadian-American Center Cartography Lab, and principal designer of *The Historical Atlas of Maine* project. He is active in multiple aspects of geography/cartography, map design, signage and wayfinding systems, publishing, and private consulting.

Professional Experience

Senior cartographer for *The Historical Atlas of Maine*, The University of Maine Canadian-American Center, July 2000-present.

Founder, Principal Designer and Owner; Purple Lizard Publishing, 1996–present.

Staff Geographer, GIS Cartographer, Pennsylvania State University, Jan–May 2000.

Digital Cartographic Specialist, Trails Illustrated, Evergreen, CO., 1995–1996.

Cartographer and Information Designer, George F. Deasy GeoGraphics Laboratory, Department of Geography, The Pennsylvania State University, 1994–1995.

Marketing Manager and design apprentice, Grove Innovations, 1989–1992. Centre Hall, PA.

Education

B.S., Geography, Pennsylvania State University (1995)

Current Responsibilities, Research and Projects

Design and production of forthcoming *Historical Atlas of Maine*.

Design, production and management of multiple University of Maine campus maps.

Signage and wayfinding at the University of Maine; comprehensive assessment and design of campus signage, wayfinding and public information systems, with implementation of new signage planned for 2006-07.

Professional Affiliations and Service

Vice President, North American Cartographic Information Society, 2006-2007
President, Osher Map Library Board of Associates, Portland, Maine, 2006-2007
Editor, Editorial Review Board for professional journal *Cartographic Perspectives*, 2005–present
Committee Member, University of Maine Campus Planning Committee, 2006-2008
Committee Member, University of Maine Campus Arboretum Committee, 2005-2008

Research projects, articles, peer-reviewed and/or professional publications

Hermann, M. and E. Carpentier III, 2005. Cartographic Design of Maine's Appalachian Trail, *Cartographic Perspectives*, accepted 10-2005, CP53, Winter 2006.

Hermann, M. and M. Cote, 2004. Integrating Digital Ortho Quads to Recreational Map Design, *Cartographic Perspectives Visual Fields*, CP49, Fall 2004.

Patterson, T. and M. Hermann, 2003. Creating value-enhanced shaded relief in Photoshop. Published on-line: <http://www.shadedrelief.com/value/value.html>

Hermann, M., 2003. Merging Multiple Digital Elevation Models to Create Seamless Terrain Applied to Maine and the Maritimes. Published in the on-line annals of the International Cartographic Association (ICA) Mountain Cartographers.

Visualizing a Gulf of Maine Digital Library: Part of a team of researchers from UMaine, Woods Hole Oceanographic Institute and the Island Institute of Maine, 2002-03. The project focused on the Marine Realms Information Bank (MRIB) and interdisciplinary teamwork to form a knowledge base specific to a digital library for the Gulf of Maine. Team: F. Lightsom, F. Marincioni, T. Aldrich, C. Brehme, N. Michaud, P. Schroeder, M. Hermann, J. Pixley, and M. Grillo.

Presentations

Designing a Historical Atlas, a Holistic Approach to Plate Design; Annual Conference of the North American Cartographic Information Society, October 13, 2005.

Creativity, Content and Cartography: Designing a Historical Atlas; Eastern Historical Geographers Association Conference (EHGA), Battle Harbor, Labrador, Canada, June 24, 2005.

Map Design, An Exploration of Polygons; invited speaker, University of Southern Maine Geography Department Lecture Series; March 2, 2005

Processing and Exporting Elevation Data; Annual Conference of the North American Cartographic Information Society, Portland, Maine, October 6, 2004. With J. Sloan (Penn State) and M. Cote (UMaine).

Atlas Design in the 21st Century; Cartography Specialty Group, Association of American Geographers' 100th Annual Meeting, Philadelphia PA, March 15, 2004.

Pitfalls and Pleasures of Cartographic Self-Publishing: Making a Go of Printing and Distributing Maps and Atlases; Annual Conference of the North American Cartographic Information Society, Jacksonville, Florida, October 10, 2003.

Design without Lines; Annual Conference of the North American Cartographic Information Society, Jacksonville, Florida, October 9, 2003.

Campus Maps: More than Wayfinding: Providing a Sense of Place and History; Annual Conference of the North American Cartographic Information Society, Columbus, Ohio, October 10, 2002.

Introduction to the Historical Atlas of Maine Project; Annual Conference of the North American Cartographic Information Society, Columbus, Ohio, October 9, 2002.

Merging Multiple Digital Elevation Models to Create Seamless Terrain Applied to Maine and the Maritimes; International Cartography Association (ICA) Mountain Cartographers Workshop, Mt. Hood, Oregon, May 17, 2002.

M. Hermann, Columnist; *Lizard Tracks*, Knight-Ridder, Centre Daily Times Newspaper. Published over 100 articles and maps 1997-2000. Topics focus on outdoor recreation with a common theme of cultural, historical and physical geography in Pennsylvania.

Consulting Work

Much of my consulting work concerns proprietary information or sensitive material that prohibits divulging specific details. In brief:

Courtroom Graphics: Production of graphics for print or PowerPoint, usually map-related imagery or statistical graphics. Formal map review to propose counter-arguments.

Signage and Wayfinding Systems: Collaboration with engineering, architectural, and landscape architecture firms assessing and developing comprehensive signage and wayfinding systems for interior and exterior built environments.

Maps and publications featuring cartographic and information design by M. Hermann

Management and design of multiple UM campus maps for print and web, see www.umaine.edu/canam for current maps.

Maine's Ice Age Trail: Down East Map and Guide: 27 x 36 folded map, 2006. A self-guided eco-tourism map illustrating glacial geology and cultural history of Down East Maine.

University of Maine Campus Map: 11 x 17 folded map, and web-based versions, 2002-07. Principle published map of UMaine.

Official Centre Region Street Map, Centre County, Pennsylvania. (Chamber of Business and Industry of Centre County). 1999–2007 editions. Annual design and maintenance of the cartography component includes six individual maps.

Print and web maps for Anne Kelly Knowles and Richard G. Healey, "Geography, Timing, and Technology: A GIS-Based Analysis of Pennsylvania's Iron Industry, 1825-1875," *Journal of Economic History* 66:3 (2006): 608-34.

ClearWater Conservancy, Pennsylvania, 1999-2006. Design fund raising brochure for conservation easement to stimulate public awareness, 2006. Design and project management of bimonthly 8-page newsletter, 1999-2000.

Explanatory Map of Saint Croix and Acadia; University of Maine, 2004. Second edition 2005. Bi-lingual reference map illustrating Acadian census data and historical settlement patterns.

Liquid Assets: An Economic Approach for Water Management and Conflict Resolution in the Middle East and Beyond; F. Fisher, A Huber-Lee, (Resources for the Future Press, 2005). Series of maps, charts and graphs illustrating complex hydrological relationships of the Middle East.

The Appalachian Trail in Maine; seven map series, Maine Appalachian Trail Club, 2005. Map design illustrating the AT across Maine featuring contour lines and shaded relief.

The Creation of the British Atlantic World, E. Mancke and C. Shamma, (Johns Hopkins University Press, 2005). Maps locating island networks in Atlantic Ocean.

Sugarloaf Outdoor Center Trail Map, 17 x 12 folded map. 2002, 2003, 2004, 2005 editions; Sugarloaf/USA. Design of trail map for cross-country ski and snowshoe use.

Ellsworth Map and Guide, 11 x 17 folded map, 2005. Downeast Health Services, Ellsworth, Maine. Design regional map featuring public health resources.

Orono Map and Guide, 11 x 17 folded map, 2005. Orono Village Association, Orono, Maine. Design regional map featuring village association members.

Barash Group, Pennsylvania, 1999–2006. Design regional maps for print publications. *Neighborhood Guide*, comprehensive maps by township of Centre County. *State College Downtown & Campus Guide*, 2000. Erie County, PA, two-page map and guide, 1999. *Hershey/Harrisburg, PA, Map, Central Pennsylvania Map, Centre County, PA, Map*; 1999. *Arts Festival Shuttle Map* for First Night publications, 1999.

British Atlantic, American Frontier: Spaces of Power in Early Modern British America, S. Hornsby; University Press of New England, 2004. Series of maps illustrating colonial spatial relationships. Production of both print and web maps: see www.umaine.edu/canam.

Mount Nittany Conservancy, Pennsylvania, 1998, 2004. Trail map design for print publication.

Siren Song: Chilean Water Law as a Model for International Reform; C. Bauer (Resources for the Future Press, 2004). Maps of Chile illustrating water resources.

UMaine Trail Map, University of Maine, 2002, 2004. Design and production of trail map.

University of Maine Campus Heritage Map, 28 x 17 folded map. 2001–2004. Map design and photography for a historical perspective of campus.

Natural States The Environmental Imagination in Maine, Oregon, and the Nation, R. Judd and C. Beach. (Resources for the Future Press, 2003). Design terrain maps of Oregon and Maine.

Finding Katahdin, An Exploration of Maine's Past, Amy Hassinger, (University of Maine Press 2001). Series of maps for textbook.

Trail Map of State College, PA, Purple Lizard Maps, 2001. 18 x 28 folded 4-color map.

Kern Trekking; Hiker's Grand Slam, Florida, 1999-2001. *Trekking Nepal; Vanoise Glacier, France; Bear Tooth Wilderness, MT; Florida Trail, FL; Rae Lakes, CA; Mt. Washington, NH.* Design series of maps featuring hiking routes around the world.

Anderson's Campground Directory, East Coast USA (Virginia) 1998-2001. Map design, revisions, edits for directory organized for RV owners.

A Naturalist's Guide for Mountain Bikers, Hikers and Drivers to The SevenMountains; Purple Lizard Maps, 2000. Design and book publishing, collaboration with Dr. Robert Butler.

The Bicycle Shop Inc., Pennsylvania 1996–2000. Design marketing strategy and ad campaign. Comprehensive media including web, print, radio scripts, brochures, off-site promotions and event sponsorship. Mountain bike race promotion, course design, maps and signage.

Designing Solutions, Pennsylvania, 2000. Logo and letterhead design.

Mount Nittany Brewing Company, Pennsylvania, 2000. Design print art for packaging.

Penn State CISP Lab, Pennsylvania, 2000. Design flowchart illustrating production workflow and departmental interaction.

Springs and Sinks Conservancy, Pennsylvania, 2000. Design and project management of quarterly 8-page newsletter.

Trails Illustrated National Geographic Maps, Evergreen, Colorado: 1999-2000: *Canyonlands NP Maze District, Utah, No. 246; Cherokee National Forest North, Tennessee, No. 782; Cherokee National Forest South, Tennessee, No. 781; Zion National Park, Utah; No. 214; Paiute ATV Trail,*

Utah, No. 708; Idaho Springs, Colorado No. 502. Map design, revisions, edits.

Penn State Engineering, 1997–2000. Map design for P/M Lab Departmental brochures.

MapQuest.com, (formerly GeoSystems) Pennsylvania, 1998–2000. Reformat and design of editable vector maps for atlas projects. *Trailer Life RV Directory and Atlas of the United States*, 2000. *National Geographic Interstate Road Atlas; United States-Canada-Mexico*, 1999. *National Geographic Interstate Road Atlas; United States-Canada-Mexico*, 1998.

Murphy Communications, Pennsylvania, 1998–2000. Design maps of cell phone coverage, political affiliations and product distribution boundaries.

Rails-to-Trails of Central Pennsylvania, 1997–2000. Map design with historical narrative.

Thompson Woods, Pennsylvania, 2000. Brochure design promoting parkland preservation.

Centre County Tourism Map, 24 x 24 folded map, Center County Convention and Visitor's Bureau, State College, PA, 1999. Design and production of county map.

Hampton Publishing, Kentucky: Design and edits of maps of *Cadillac, Michigan; Cranberry Township, PA, Fulton City, Ohio Frankfort, Indiana; Springboro, Ohio*. 1998-1999

Park Forest Enterprises, Pennsylvania, 1999. Design of apartment brochure maps.

National Geographic Society, Washington, DC, 1999. *7th Edition World Atlas*; Map of the Moon; two-page layout. Created digital text layer on photo image of moon surface.

IMBA Epic R3 Ride: International Mountain Bike Association, Colorado, 1999. Organization and compilation of IMBA Epic Ride route, design of map for multiple media uses.

Centre County and State College, PA, Purple Lizard Maps, 1999. 18 x 24 inch 4-color street map.

John Muir Publishing, New Mexico, 1999. *Living Well in Ireland, Living Well in Mexico, Travel Smart Florida, Travel Smart Pennsylvania, Travel Smart Virginias*. Map design for guidebooks.

Falcon Press; Montana, 1999. *Mid-Atlantic States: A Guide to the Classic Trails*; J. Surkiewicz. Assist author with route selection, directions and maps for central PA section.

Open Road Publishing, New York, 1999. Map design for guidebook publication.

DownTown State College Partnership; Pennsylvania, 1999. Part of a design team to create Informational Kiosk prototypes for use in outdoor urban environment.

Millbrook Marsh Nature Center, Pennsylvania, 1999. Design signage and wayfinding for nature trail complex.

Penn State Athletics, 1999. Design transportation maps for NCAA Wrestling Championship.

Penn State College of Forestry, 1999. Walking tour map of historical trees in Philadelphia.

Ramada Inn, State College, Pennsylvania, 1999. Map design for website and brochure.

Penn State Agricultural Science Department, Pennsylvania, 1999. Design multiple logos concerning Genetic Soy for marketing focus groups.

State College, PA Map and Business Directory, Purple Lizard Maps, 1998: 28 x 30 inch map.

Grove Innovations Inc., Pennsylvania, 1994–1998. Design brochures, catalogs, product logos and print media advertisements.

Leitzinger Imports, Pennsylvania, 1998. Design of maps for business promotion.

Rothrock State Forest and State College, PA, Purple Lizard Maps, 1997. 30 x 40 inch 4-color map.

Trails Illustrated, Colorado, 1996-1997. *Map of the United States National Park System*, 1996: Published in *The New York Times Magazine*; 4.28.96, Sec. 6., p. 30. Lead cartographic designer on a 70 map series of National Parks published by the National Parks and Conservation Society; Colorado Trail poster; Continental Divide Trail poster; Rocky Mountain National Park poster. Maps produced include: Map No. 751; *Black Hills Northeast*. Map No. 501; *Moab Bike Map*. Map No. 505; *Pt. Reyes/Marin County California /Tahoe Basin, Nevada Bike Map*. No. 780; *Pisgah National Forest, NC*. Special Publication, *National Historic Landmark District Map of Georgetown, Colorado*.

Smithandson Acres, Pennsylvania, 1995. Digitally recreate 1910 car logo to manufacture reproduction badges.

DeasyGeoGraphics, Penn State, 1994. Part of a design team led by David DiBiase to create signage and wayfinding diagrams of Pattee Library.

Cartographic Design Awards

Honorable Mention, Recreation category, 32nd American Congress on Surveying and Mapping (ACSM) Ca-GIS Map Design Competition, 2005, for “Maine Appalachian Trail Map Series,” published by the Maine Appalachian Trail Club (2004). Designer and principal cartographer.

Honorable Mention, Recreation category, 25th Annual American Congress on Surveying and Mapping (ACSM) Map Design Competition, 1998, for “Recreational Map of Rothrock State Forest,” published by Purple Lizard Maps (1997). Designer and principal cartographer. Map was published as the cover of the ACSM Bulletin magazine; No. 172; March/April 1998.

E. Willard Miller Award in Cartography, The Pennsylvania State University, for outstanding cartographic design, 1995.