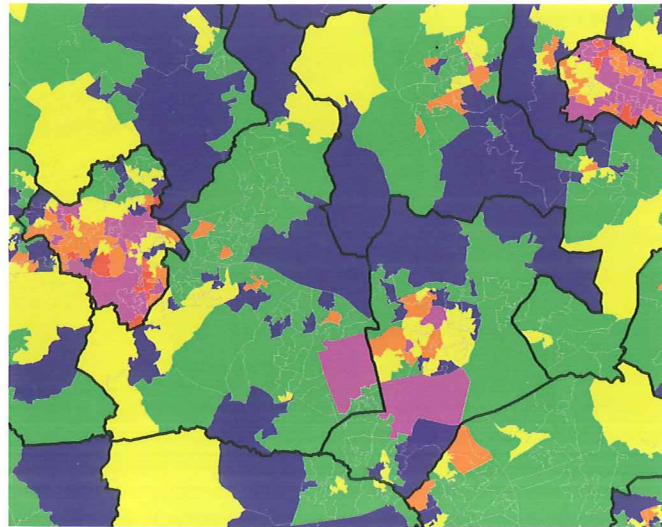


3.1.16 Expressing intensity and importance

The relative intensity or importance of a particular activity or variable can be expressed on a plan using a ranked scale to help interpret the implications of geographically-based data. Conventionally this is achieved by graduated shade or tone, with the most intense – or important – being expressed with the deepest or most solid colour. The graduation of colour should be balanced to ensure divisions are distinct enough to read independently and that the figure is not overwhelmed by the darkest tone where the most intense or important predominates in terms of area.

Watchpoints

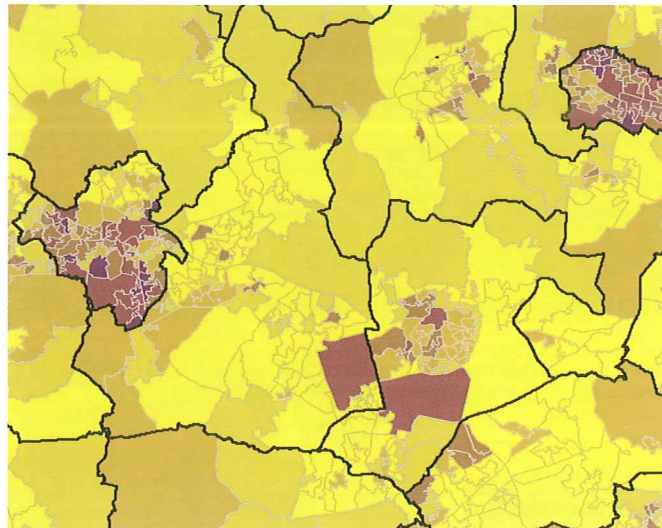
- Too many graduations may become difficult to differentiate.
- White can also be used as the lowest level.
- Print out in greyscale to check tonal difference – if it works in black and white it will work in colour.
- Use outlines to emphasise boundaries.



Index of Multiple Deprivation
(Compared to all SOAs in England)

- 0% to 10% Most deprivation
- 10% to 20%
- 20% to 40%
- 40% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100% Least Deprivation

Colours conflict as well as having no logical order or hierarchy



Index of Multiple Deprivation
(Compared to all SOAs in England)

- 0% to 10% Most deprivation
- 10% to 20%
- 20% to 40%
- 40% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100% Least Deprivation

Colours have a logical graduation and tonal hierarchy