GIS to graphic arts and back again
—traveling between the GIS and graphics workspace

attributes of the process:
- provides means of transfer of visual and spatial information from GIS to graphic arts and back again
- concentrates specific tasks in applications that provide tools for visualizing information and does not depend on GIS applications for output
- anticipates that products created by these tools can be processed to create other outputs through a variety of media
- promotes productivity and efficiency

components of the process:
1. GIS
   - mechanism for visualizing and analyzing information

2. MAPPING in graphics applications:
   - mechanism for creating or transforming information visually in an image

3. OUTPUT
   - mechanism for presenting information in a variety of media

a. Adobe Illustrator/Avenza MAPublisher filter:
   - mechanism used for creating or transforming information visually in an image

b. Adobe Photoshop:
   - mechanism used for creating or transforming information visually in an image

MAPPING—raster based units
Adobe Photoshop

Adobe Photoshop is the "world stage" on which images are created. It provides the tools and facilities for creating the images that GIS cannot. Adobe Photoshop is a raster-based application that operates on a pixel-by-pixel basis.GIS provides the ground truth that allows Photoshop to work with. Photoshop can produce a variety of output from the ground truth it receives from GIS. Photoshop is a powerful tool that can be used to create images and graphics that are not possible in GIS. Photoshop is used to create images that can be used in GIS applications.

MAPPING—vector based units
Adobe Illustrator/Avenza MAPublisher

Adobe Illustrator/Avenza MAPublisher is the "world stage" on which images are created. It provides the tools and facilities for creating the images that GIS cannot. Adobe Illustrator/Avenza MAPublisher is a vector-based application that operates on a path-by-path basis. GIS provides the ground truth that allows Illustrator/Avenza MAPublisher to work with. Illustrator/Avenza MAPublisher can produce a variety of output from the ground truth it receives from GIS. Illustrator/Avenza MAPublisher is a powerful tool that can be used to create images and graphics that are not possible in GIS. Illustrator/Avenza MAPublisher is used to create images that can be used in GIS applications.

OUTLOOK—Adobe InDesign

Adobe InDesign is the "world stage" on which images are created. It provides the tools and facilities for creating the images that GIS cannot. Adobe InDesign is a layout and publishing application that operates on a page-by-page basis. GIS provides the ground truth that allows InDesign to work with. InDesign can produce a variety of output from the ground truth it receives from GIS. InDesign is a powerful tool that can be used to create images and graphics that are not possible in GIS. InDesign is used to create images that can be used in GIS applications.