

CARTOGRAPHY AND GEOGRAPHIC INFORMATION SYSTEMS, B.A.

People often ask, “So you’re a cartographer? Hasn’t everything already been mapped?” No, cartographers are not explorers charting frontiers in an ancient time; we are artists, community organizers, data scientists, visual storytellers, and full-stack web developers. In an era of massive data sets and location-based apps, maps and geospatial data have never been more important, and the UW–Madison Cartography and GIS major covers the conceptual foundations and technical skills needed to harness maps and geospatial data to solve society’s most pressing problems. Courses range from graphic design and web mapping to big data analytics and mobile app development, with all courses having an important laboratory component to work with industry-standard cartography and GIS technology. So, yes, everywhere has been mapped in some form, but in a dynamic world driven by information and technology, cartographers are needed more now than ever to help us understand our changing planet.