**Cartography**

Ask students to pretend they are cartographers who have been asked to make maps for several clients with very different needs. Ask them to explain which projections and design features they would use for each of the following clients, using details from their reading of map projections.

* A company that produces geography textbooks
* An adventure travel company that is sponsoring an expedition to the North Pole and needs maps for the expedition
* A nonprofit organization that is mapping the world's population
* A company that makes road atlases
* A sailboat manufacturer that wants to expand its product line into the map business

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