

MAP THE SYSTEM CANADA 2023

Visual Storytelling



Saïd
Business
School

Skoll Centre
for Social
Entrepreneurship



MOUNT ROYAL UNIVERSITY
Institute for Community Prosperity

ATCOTM

Meet Your Hosts



Amy Rintoul
Information Designer
Map the System Canada



Ashley Dion
Program Lead
Institute for Community Prosperity



Types of System Maps

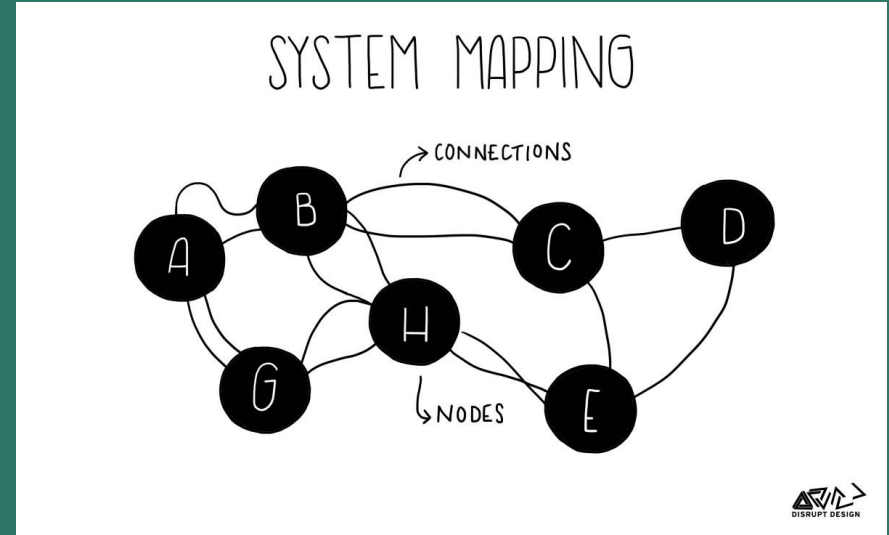
Getting Started

System Mapping Tools

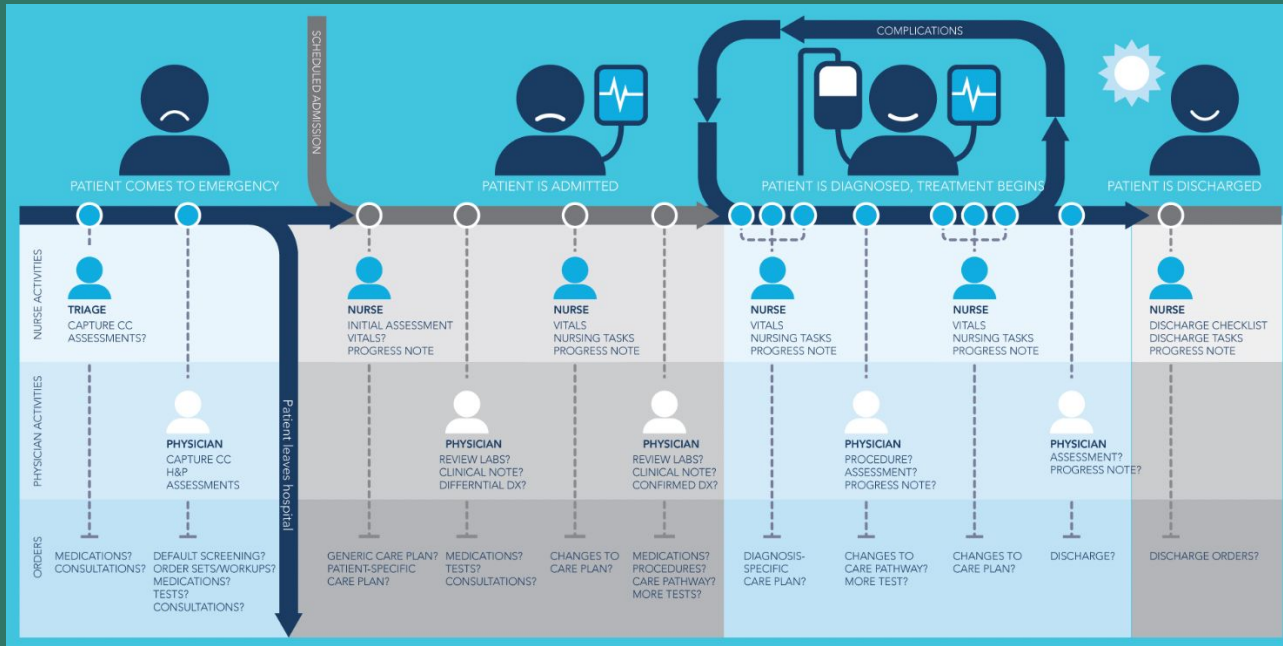
Design Tips

Types of System Maps

- Journey Maps
- Actor/Stakeholder Maps
- Iceberg Model
- Causal/Feedback Loop Diagrams
- Timeline/Chronological Map

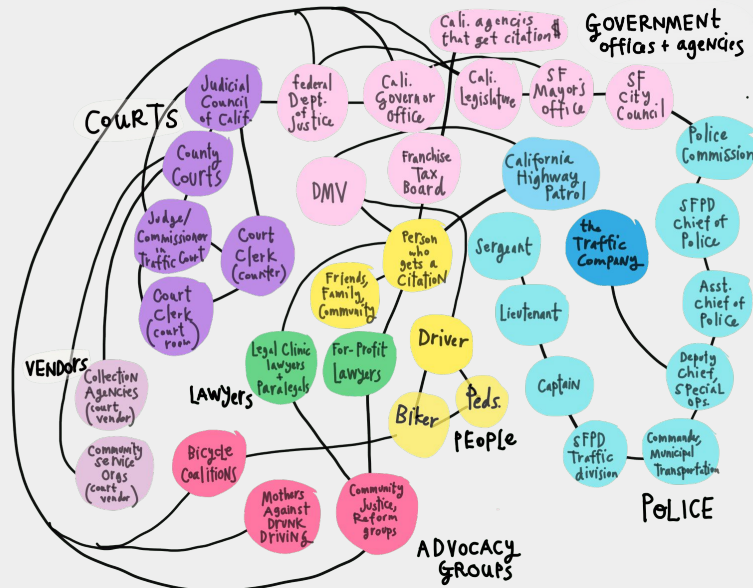


Journey Map

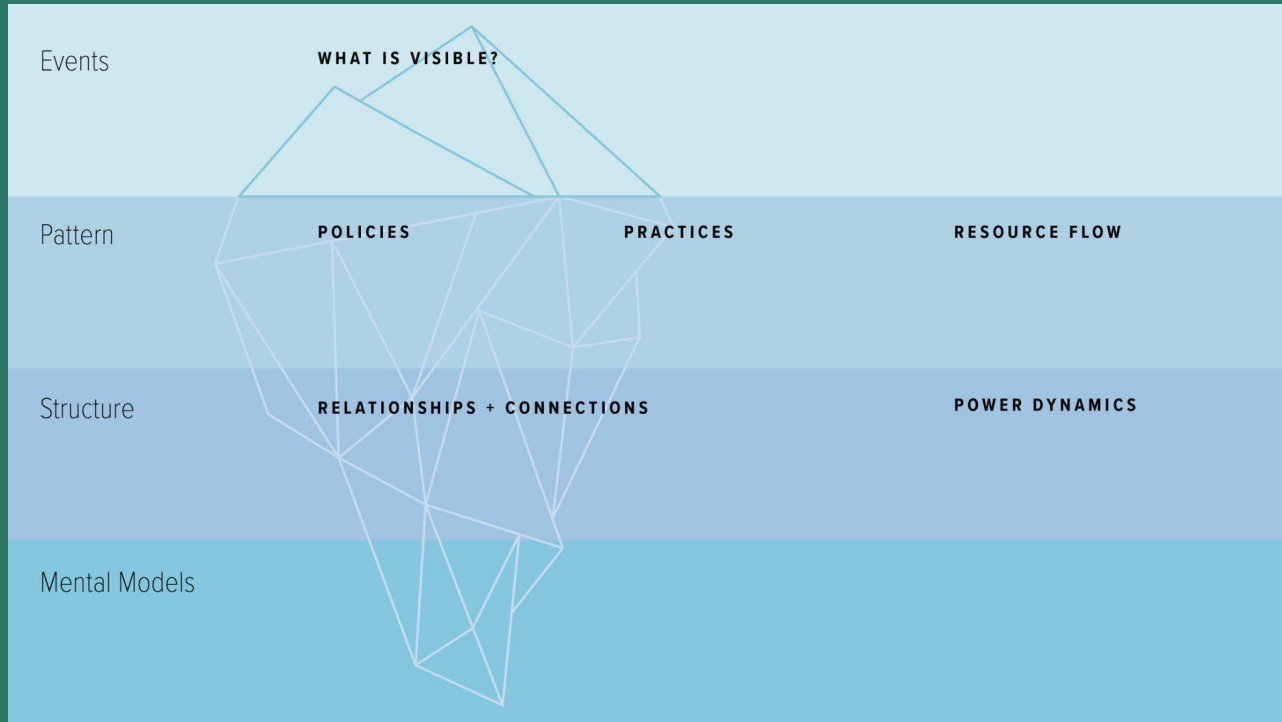


Actor/Stakeholder Map

Stakeholder Map for the Traffic Citation System

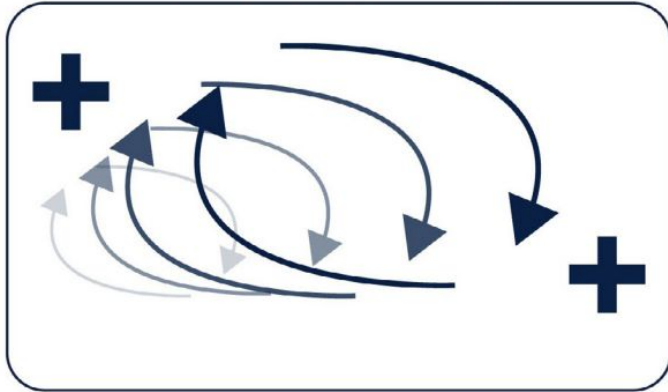


Iceberg Model

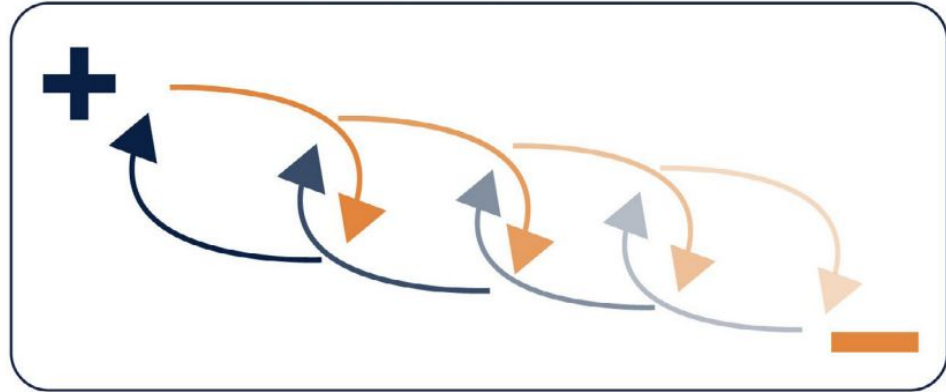


Causal/Feedback Loop Diagrams

Positive Feedback Loop
(amplifying effect)



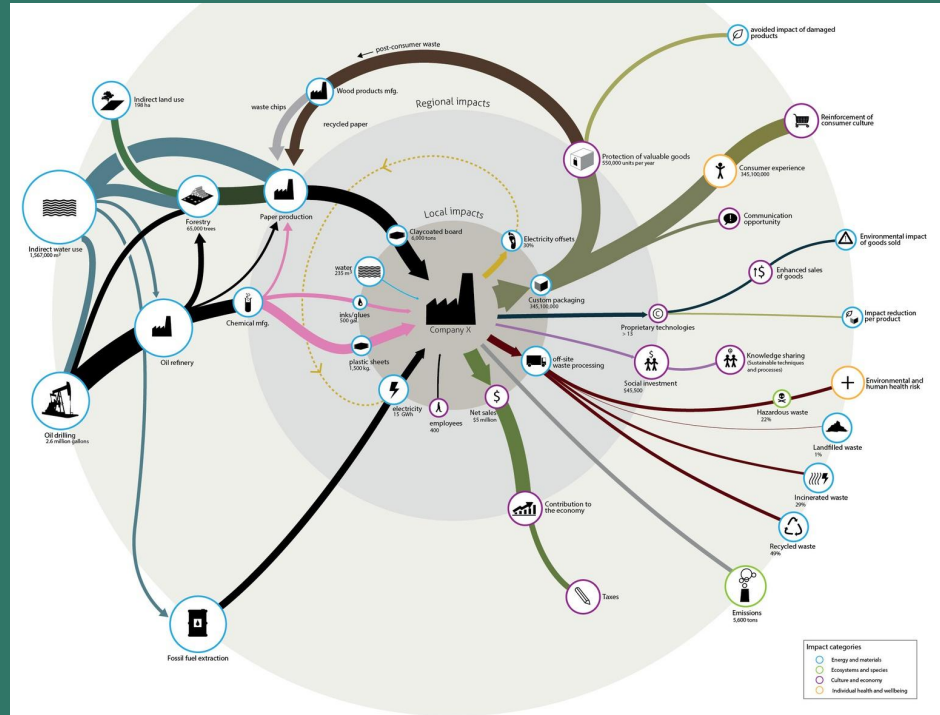
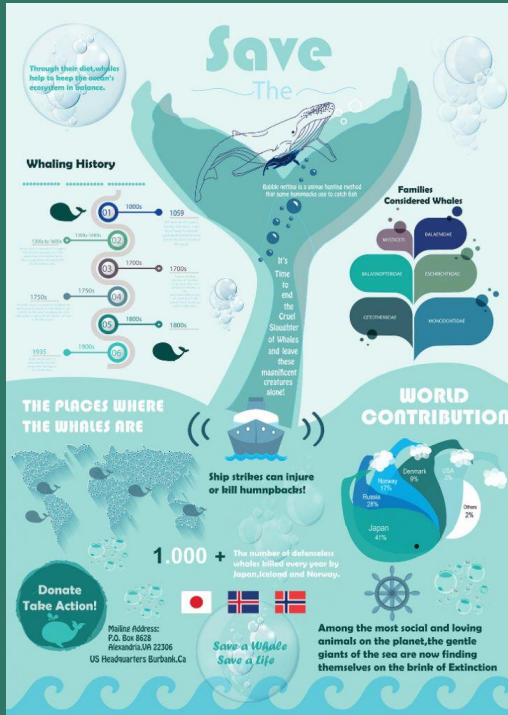
Negative Feedback Loop
(tempering effect)



Timeline/Chronological Maps



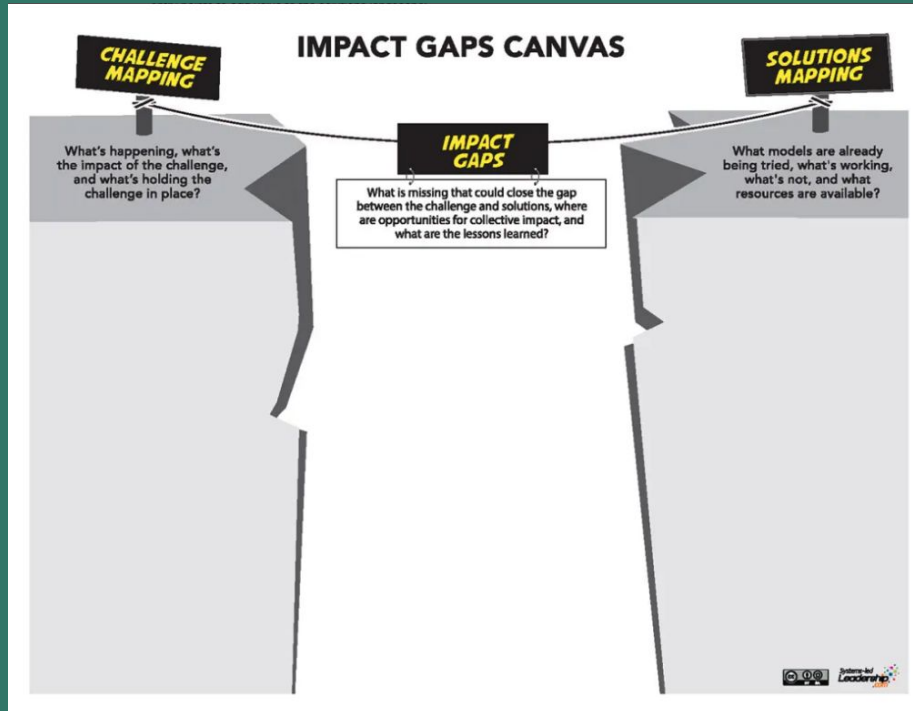
Infographic vs. System Map



Getting Started



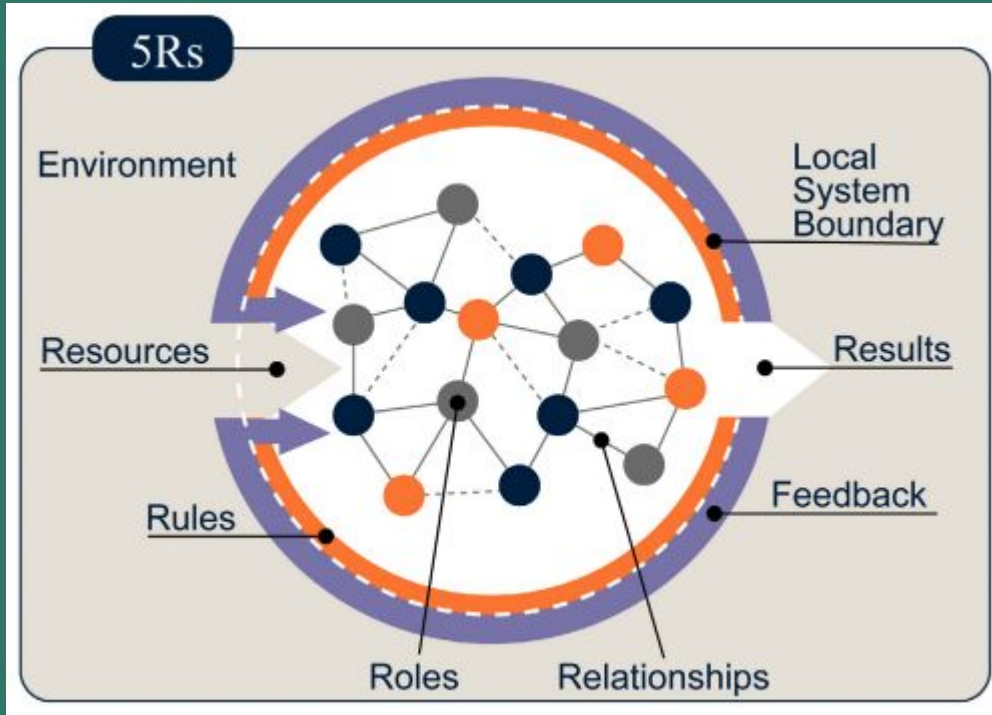
Impact Gaps Canvas



Challenge Mapping
Solutions Mapping
Impact Gaps

[Worksheet Link](https://tacklingherentrepreneurship.com/the-impact-gaps-canvas/)

The 5R Model



Resources
Roles
Relationships
Rules
Results

System Mapping Tools



Kumu



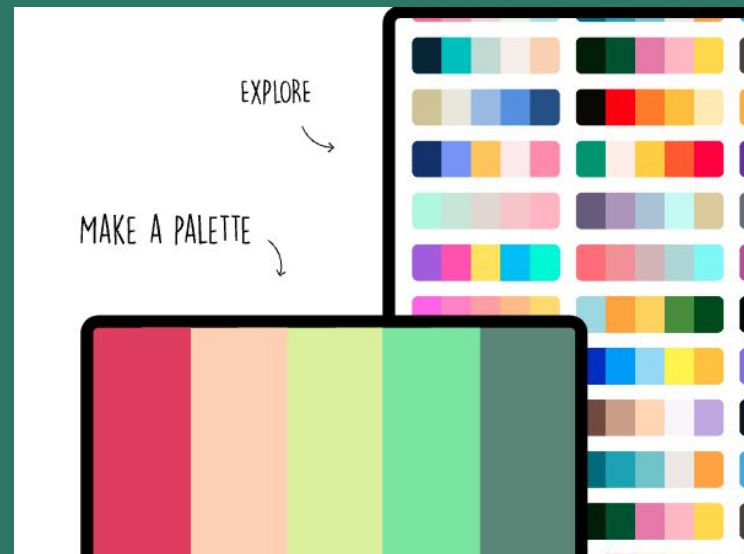
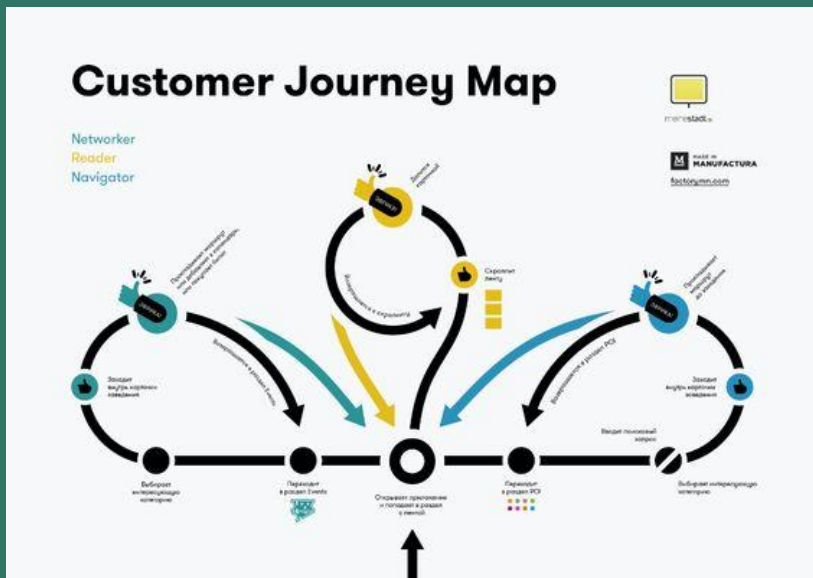
Canva



Illustrator

Colour

[colors.co](https://www.colors.co)



Typography

RED

LR = 13

CONTRAST WHITE, H = 84

CONTRAST YELLOW, H = 82

CONTRAST RED, H = 0

CONTRAST BLUE, H = 13

CONTRAST GREY, H = 32

CONTRAST BLACK, H = 38

LOREM IPSUM

Consectetur adipiscing

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HEADING

The most important information of your message should be placed here and used to attract the viewer.

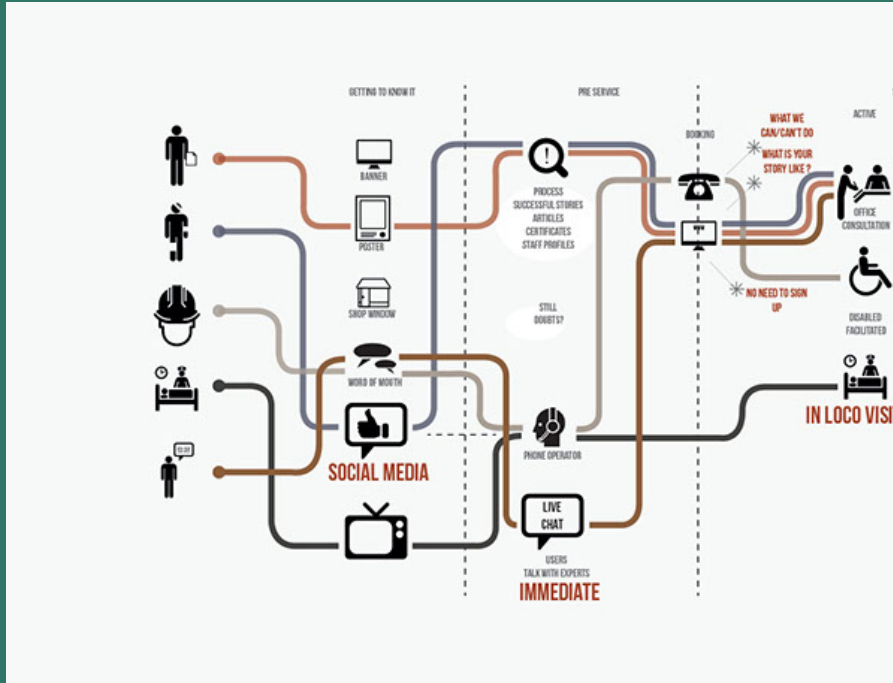
SUBHEADING

Divide your design layout into different sections to give the reader more information.

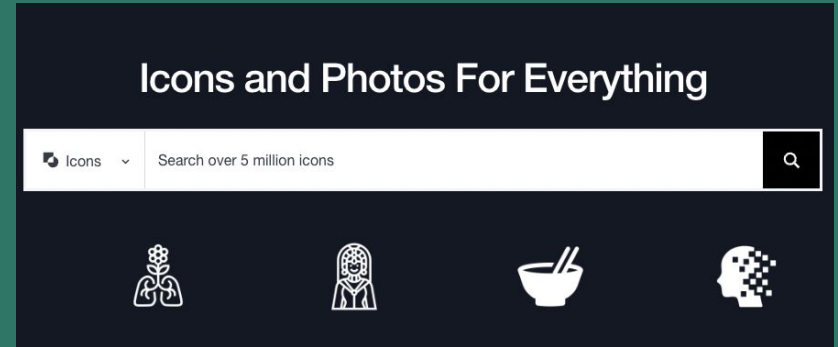
BODY

This section will include the content and that will make it text heavy.

Iconography



thenounproject.com



Links

[A Student Guide to Mapping a System](#)

[MTS Canada Resource Page](#)

[MTS Canada examples of previous student system maps](#)

[Impact Gaps Canvas](#)

[Coolors.co](#)

[Contrast Checker](#)

[Thenounproject.com](#)