Cartographic storytelling: 150 years of Swiss Federal Population Census

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Swiss Federal Population Census 1850 - 2000

- 1850 - First Federal Population Census led by Stefano Franscini
- Ten-year cycle with the exception of the years 1888 and 1941
- 2000 - last «traditional» Census
Project context

National Museum Zurich

www.nationalmuseum.ch
Project context

From paper to database
Project goals

A microsite with
• a storytelling approach
• many data visualizations and visual assets
for a wide audience

- Maps
  - Charts
  - Pictures
  - Texts
Project structure

Stories

- Gender and age structure
- Foreign population
- Religious landscape
- Languages

- Landing page
- Methodological notes
Microsite

Guidelines and requirements

- Corporate Design “Swiss Confederation”
Microsite
Guidelines and requirements

• Corporate Design “Swiss Confederation”
• Responsive design
Microsite

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- Corporate Design “Swiss Confederation”
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- Accessibility
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- Corporate Design “Swiss Confederation”
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- Easy-to-digest
Microsite

Guidelines and requirements

- Corporate Design “Swiss Confederation”
- Responsive design
- Accessibility
- Easy-to-digest
- Attractive UI & UX
- Lightweight Webpages
- Bilingual: German and French
Cartographic aspects

Base maps

1850
Cartographic aspects

Layout
Cartographic aspects

Foreign population
1850

Female population
1850

Anteil der ausländischen Bevölkerung an der gesamten Wohnbevölkerung, in %

Frauenanteil an der gesamten Wohnbevölkerung, in %
Cartographic aspects

Interactive part
Historical Atlas of the Federal Population Census
In addition to the microsite

Overview and easy access to content

Bilingual German / French
Data Export Map Export iFrame
Various metadata
Microsite - the results

![QR Code](image1)

![Image of statistical data](image2)

![Historical family photo](image3)
Conclusion

The publication was released in late November on the occasion of a special event at the National Museum in Zürich.

Popularization and visualization of statistics Cartography could be even stronger envolved…

www.census1850.bfs.admin.ch
Thank you for your attention!

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