Smart Mapping

Mark Smithgall, Esri Natural Resources Team
Smart Mapping

Enable people to make brilliant maps quickly and with confidence.

Simplify the map authoring experience.

Data driven workflows = the right choices at the right time.

Bake the expertise into the tools.
Smart Mapping

How much of the map making process can we automate? How much about your data can we infer at author-time?

Offload work to machine, e.g., Automatic visible range, setting handles, harmonize colors with basemaps

New types of maps = New kinds of stories
The era of the dumb default is ending
If we’ve done our job well, people won’t even notice what we’re doing;
The map will just look right.
20th century cartography
Rules for a single scale

21st century mapping
Self-governing maps that look good across a range of scales
The marriage of data-driven defaults + scale aware styling = new and very powerful type of cartography
Demo!
Smart Mapping

Data-Driven Workflows

Intelligent Defaults

Simplify map authoring experience

Let the tools work for you
Thank you

Please remember to fill out a survey