Explore Your Data Like Never Before
No previous knowledge necessary!

What is smart mapping?
• Where to find it
• How to use it

What rendering options are available?
• When to use each type
• Learn new things about your data as you map

Tips and Tricks
• Make your maps more clear
• Make your maps meaningful
What is smart mapping?

**Smart mapping is a tool for setting your cartography**

- Looks at your data, and offers mapping types based on the attribute(s) you select
- Allows you to make adjustments and immediately see the map change
- Use as an exploratory tool by trying the different options

http://www.esri.com/software/arcgis/smart-mapping
Let the Data Speak for Itself

Show Location

- Location only
- Heat map (points)

Counts and Amounts

- Color
- Size
- Color and Size
Let the Data Speak for Itself

**Unique Symbols and Size**
Mapping categorical data alongside meaningful numeric data

**Color and Size**
Mapping two numeric attributes together
Predominance

What is the largest value between multiple fields?

What is the sum value of those fields?
Time

Show patterns of time

- Time over a continuous spectrum
- Time by age from a certain date
- Use time for the **color** or the **size** of the features
Arcade Expressions

• Full customization
• Map attributes you don’t have
• Calculate values on the fly (even if you don’t own the layer!)
• Use in your symbology, transparency, pop-up, rotation, labels

Write an expression using attributes from the data, or define your own variables
Transparency

When to use transparency

• Showcase something in the basemap
• Soften the colors in the map
• Using an attribute to drive transparency value
  - Adds emphasis
  - Shows a pattern
Explore your data with Smart Mapping
What’s Coming?

Clustering (end of 2017)

Remove the clutter from your point maps
**Change Style Help Pages**

**Smart Mapping**

**How to Smart Map series**

**6 Easy Ways to Improve Your Maps**

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ArcGIS allows you to explore your data and make smart maps of it. When you choose Change Style or ArcGIS Classic or Featured ArcGIS map, ArcGIS consults a variety of ArcGIS extensions and suggests suggestions based on the fields and values within your data. These suggestions can help you make an attractive map quickly. If you have more experience to explore, you can make some subtle changes that will make your map even better within your ArcGIS extensions. Here are some tips and tricks for getting the most out of your ArcGIS mapping experience.

1. **View Asset Color**
   ArcGIS contains many basemap-specific color ramps to help showcase your data, many of which are color-blind friendly. When selecting the layer, smart mapping suggests a color ramp based on the data you select. If the map is not making use of the data, the light and dark gray canvas layers are a great place to start. To have a better view of your data, choose an alternative color ramp that matches the content of your data. For example, the following map shows change in water usage in Australia. To understand the change in water usage, you can use the ArcGIS Editor tool which contains a variety of different visualizations to help you understand the data.
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