Six Easy Ways to Improve Your Maps

Lisa Berry - Cartographic Product Engineer

@lisaberry_gis
Cartographic Tips and Tricks
Use smart mapping in a smart way

• What is smart mapping?
• Review the 6 easy tips/tricks
• See each trick in action
• Resources to try it on your own
What is Smart Mapping?

A tool to help you make beautiful maps, FAST!

Looks at your data and makes smart default recommendations

Additional tools to help you customize your map

https://blogs.esri.com/esri/arcgis/2016/12/01/how-to-smart-map-in-3-easy-steps/
Six Easy Tips and Tricks

1. Think about color
2. Find signal within the noise
3. Adjust outlines
4. Utilize transparency
5. Use size and color
6. Find the largest value
1. Think About Color

First, choose your basemap

Then, choose a color ramp that suits your map topic
2. Find Signal Within the Noise

“Anchor” your map

This could be a statistical average, an important number of reference, target/goal number

Use themes

- **High to Low**
  Show the range of values from high to low.

- **Above and Below**
  Show values above and below a value like zero or the average.

- **Centered On**
  Center on and highlight a particular range of values.

- **Extremes**
  Highlight the extreme values.
3. Adjust Outlines

They are usually just reference, so treat them as such (don't make them the most important part of your map)

Make them a subtle color that blends better with the basemap or add some transparency (you can still see them, don't worry!)
4. Utilize 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
Steps 1 - 4
Let's Try it Out!
5. Use Size and Color

Map two related attributes at once
Find visual patterns and relationships between attributes

Map Two Attributes

Use Both Color and Size
6. Find the Largest Value

**Predominance Maps**

Compare the values of multiple fields, and map the largest.

For example:
Map the Predominant Value

Turn Multiple Maps into One Map
What We Covered
How to use smart mapping in a smart way

• Smart mapping is a tool for making beautiful maps
• Six tips/tricks can improve the look of your maps
• Easy to try and apply
6 Easy Ways to Improve Your Maps

How to Smart Map blogs

Change Style Doc Pages
Please Take Our Survey on the Esri Events App!

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the survey

Complete Answers and Select “Submit”