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 tools by trying the different options

Let the Data Speak for Itself

Show Location
- Location only
- Heat map (points)
- Clustering

Counts and Amounts
- Size
- Color
- 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.
Relationship Mapping (New!)

- Compare two data attributes
- Does NOT mean there is causation – shows where the patterns overlap (or not)
- Corners show the strongest patterns
  - Low, Low
  - High, High
  - High, Low
  - Low, High
- Add size
- Customize Legend
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
Clustering

Reduce overlap when mapping large point datasets
Explore your data

Demo
Check these out later!

Change Style Help Pages
Smart Mapping
How to Smart Map series
6 Easy Ways to Improve Your Maps
Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the feedback section

Complete answers and select “Submit”
Learn more about making great maps:

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<th>WORKSHOP</th>
<th>LOCATION</th>
<th>TIME FRAME</th>
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<tbody>
<tr>
<td>How to Make a Great Map: A Cartographic Introduction</td>
<td>SDCC Room 33A/B</td>
<td>Tuesday 2:30 – 3:30</td>
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<tr>
<td></td>
<td>SDCC Room 01 A/B</td>
<td>Thursday 2:30 – 3:30</td>
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<tr>
<td>Designing Great Maps 2: Dynamic Maps for Web and Mobile</td>
<td>SDCC Room 32A/B</td>
<td>Tuesday 2:30 – 3:30</td>
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<td>SDCC Room 32A/B</td>
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<td>Use Map Styles to Unlock Information in Your Web Maps</td>
<td>SDCC Room 33C</td>
<td>Wednesday 1:00 - 2:00</td>
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<tr>
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<td>SDCC Room 17B</td>
<td>Thursday 2:30 – 3:30</td>
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