Six Easy Ways to Improve Your Maps
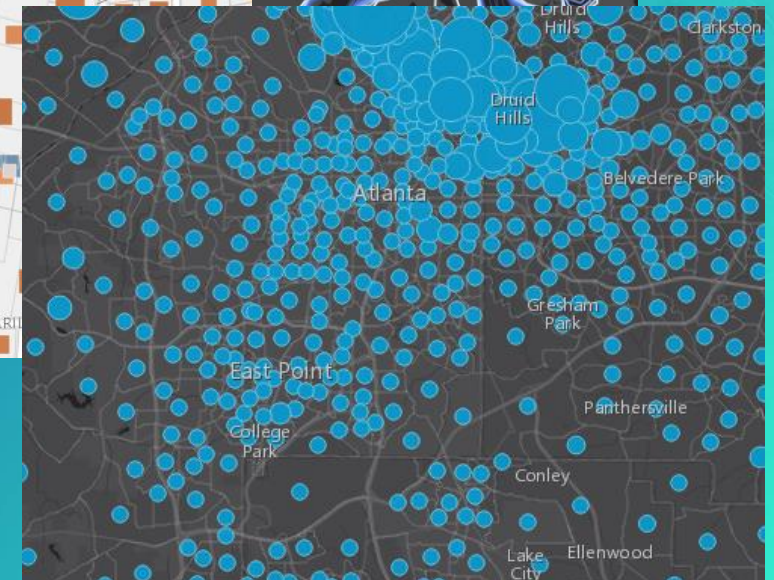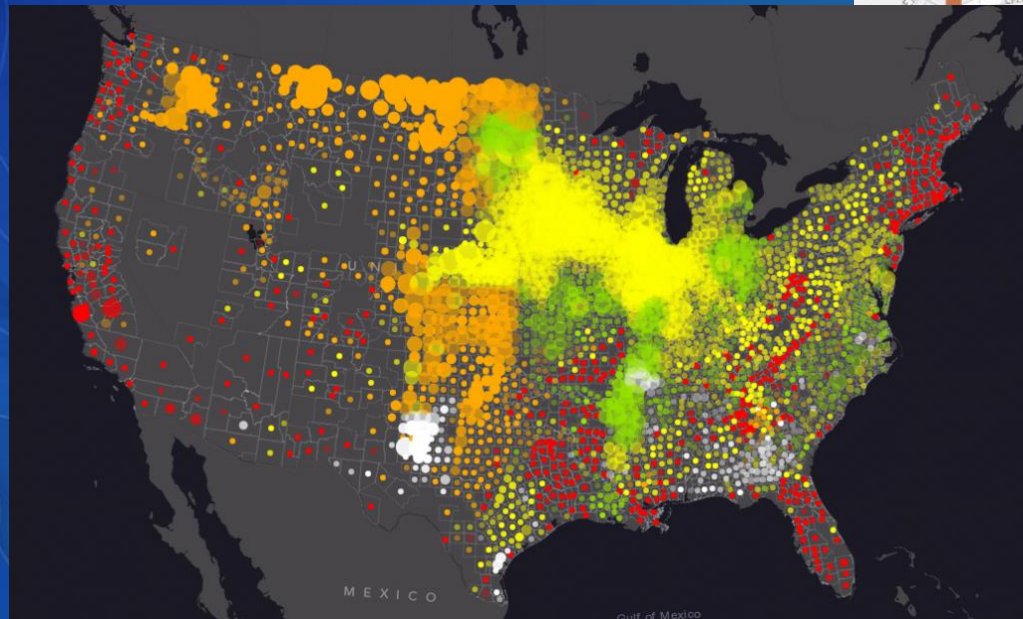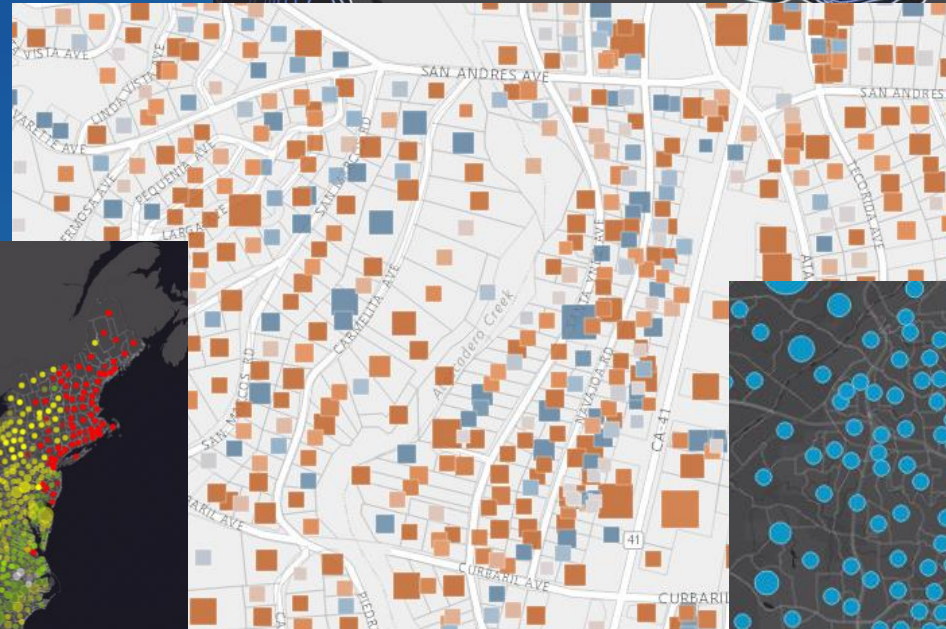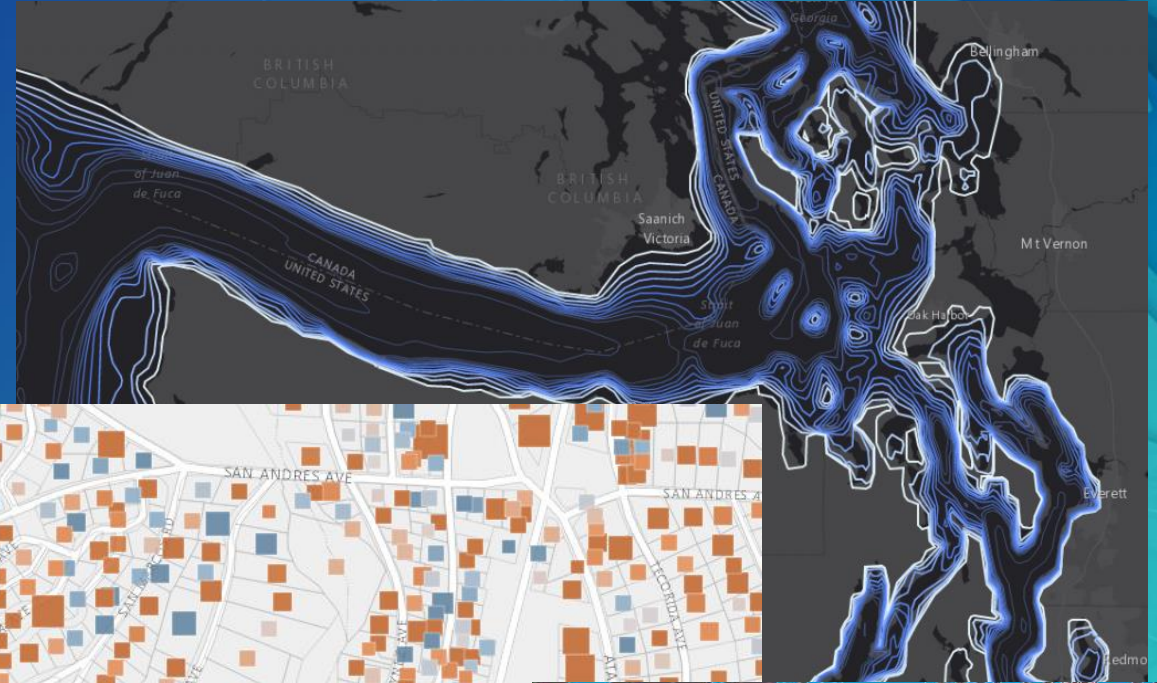
Lisa Berry- Cartographic Product Engineer

@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
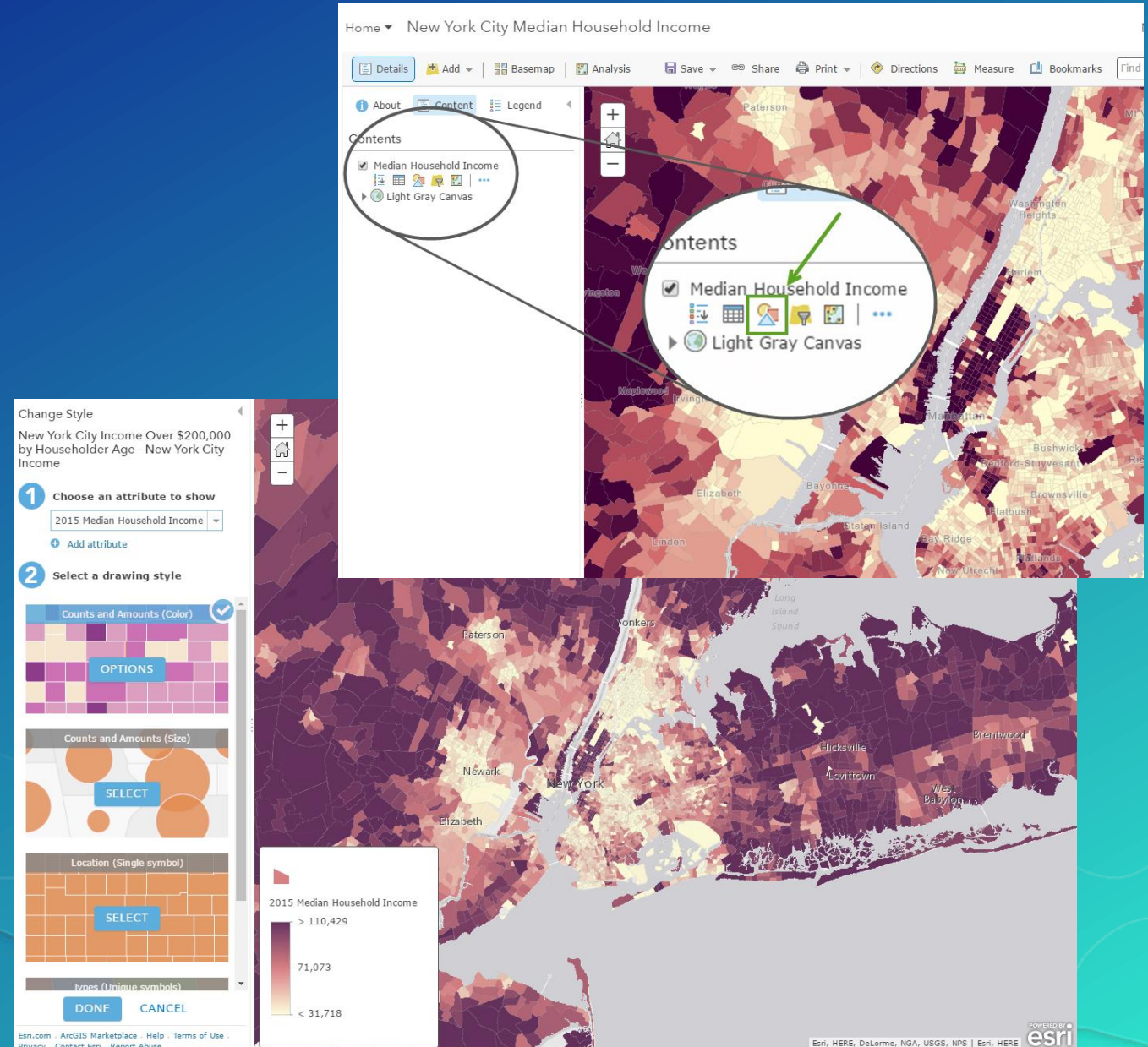
- Resources to try it on your own

What is Smart Mapping?

A tool to help you make beautiful maps, FAST!

Looks at your data and makes smart default recommendations

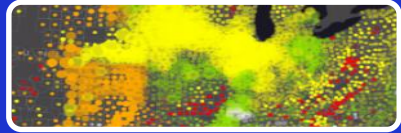Additional tools to help you customize your map

Six Easy Tips and Tricks

 1. Think about color
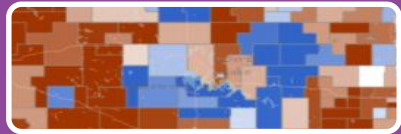
 2. Find signal within the noise

 3. Adjust outlines

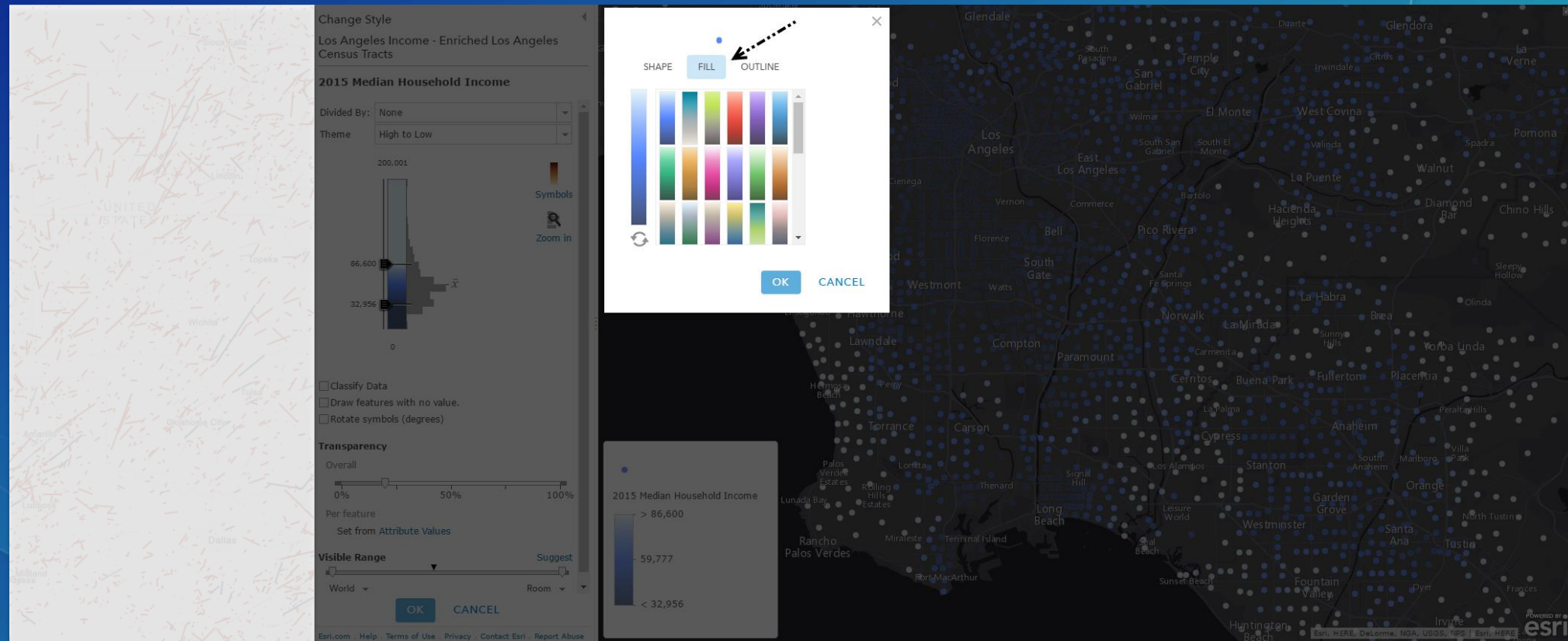 4. Utilize transparency

 5. Use size and color

 6. Find the largest value

1. Think About Color
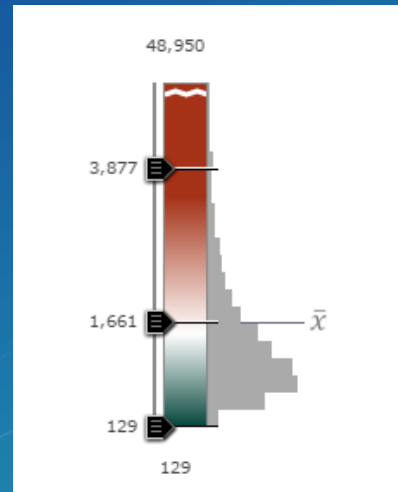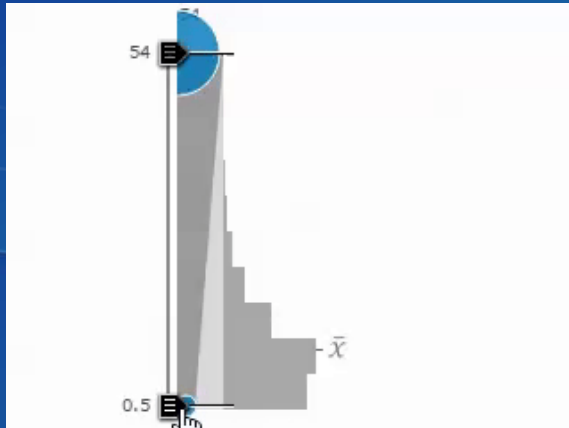
First, choose your basemap   Then, choose a color ramp that suits your map topic

2. Find Signal Within the Noise

"Anchor" your map

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

Use themes

High to Low	
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.
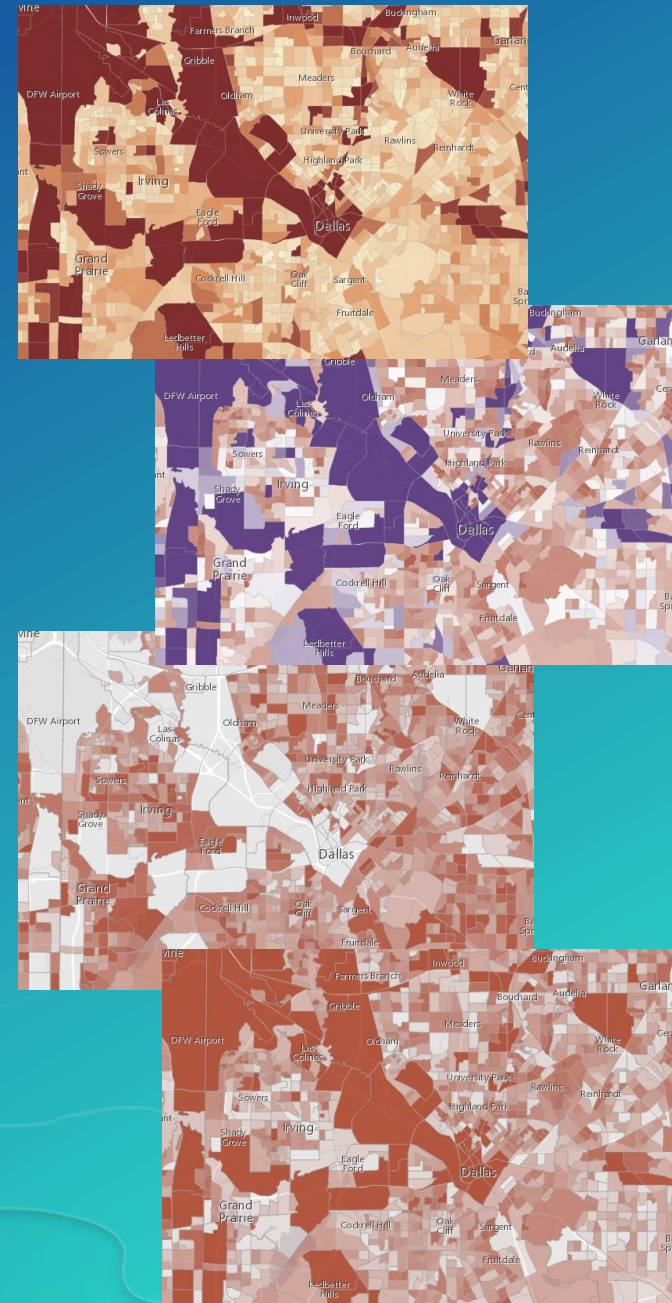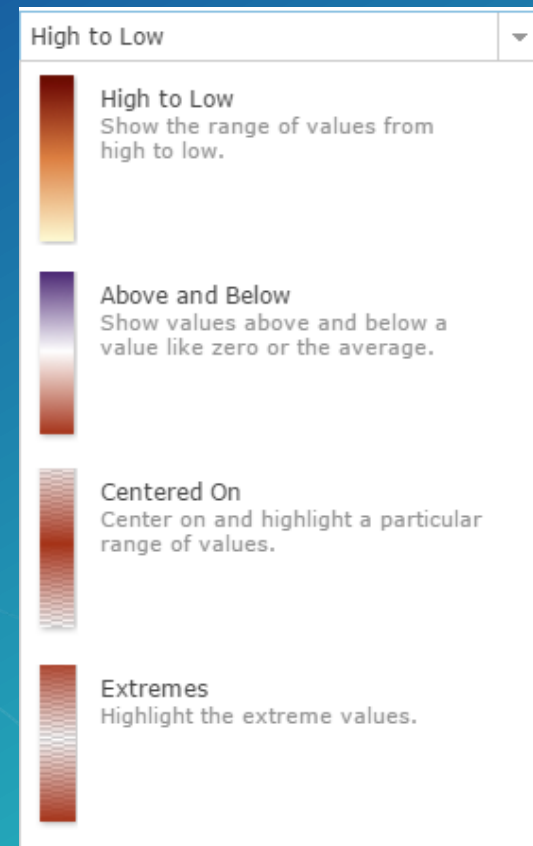
3. Adjust Outlines

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

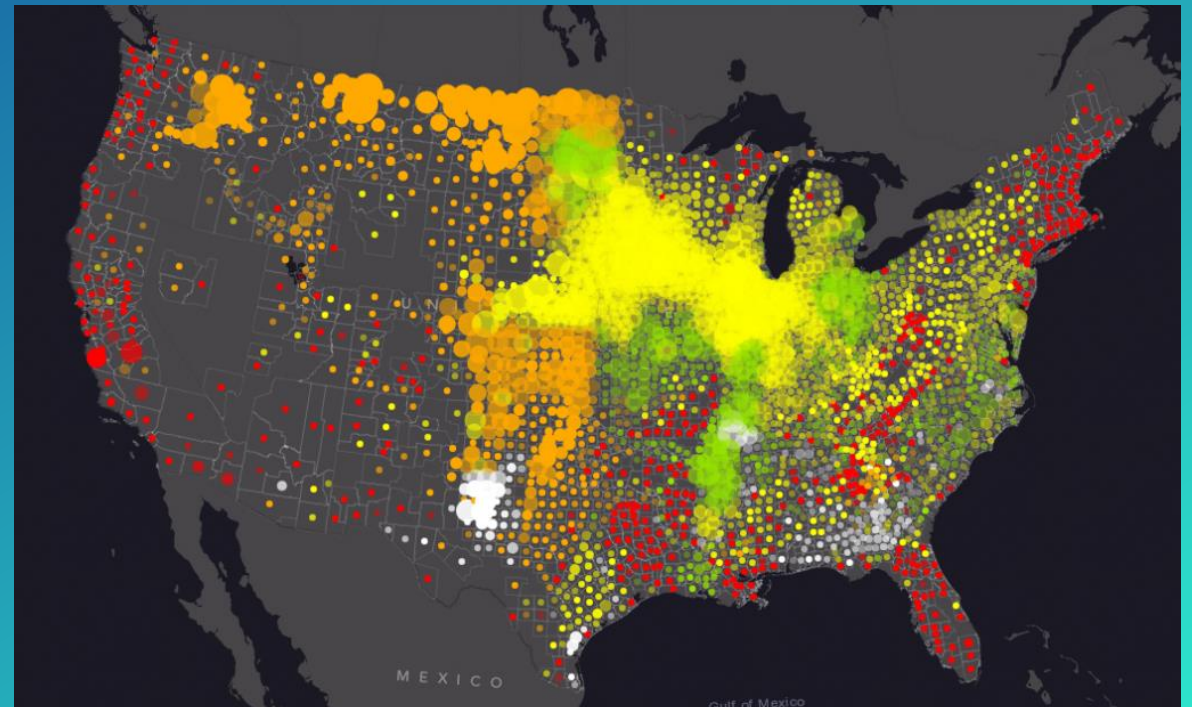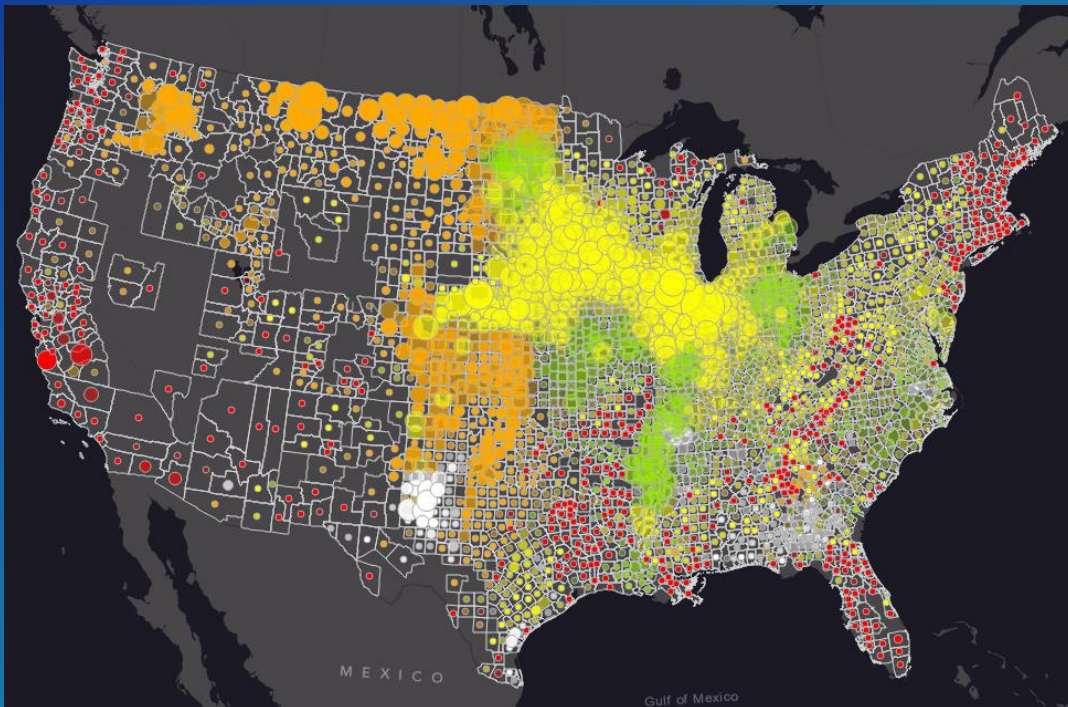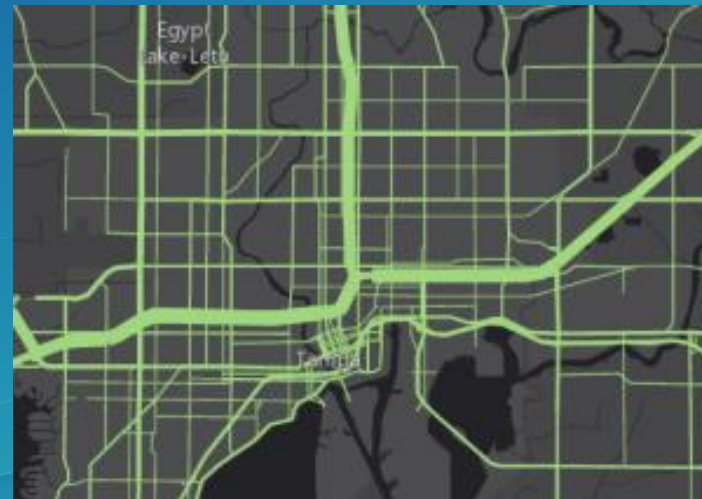Make them a subtle color that blends better with the basemap or add some transparency (you can still see them, dont worry!)

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
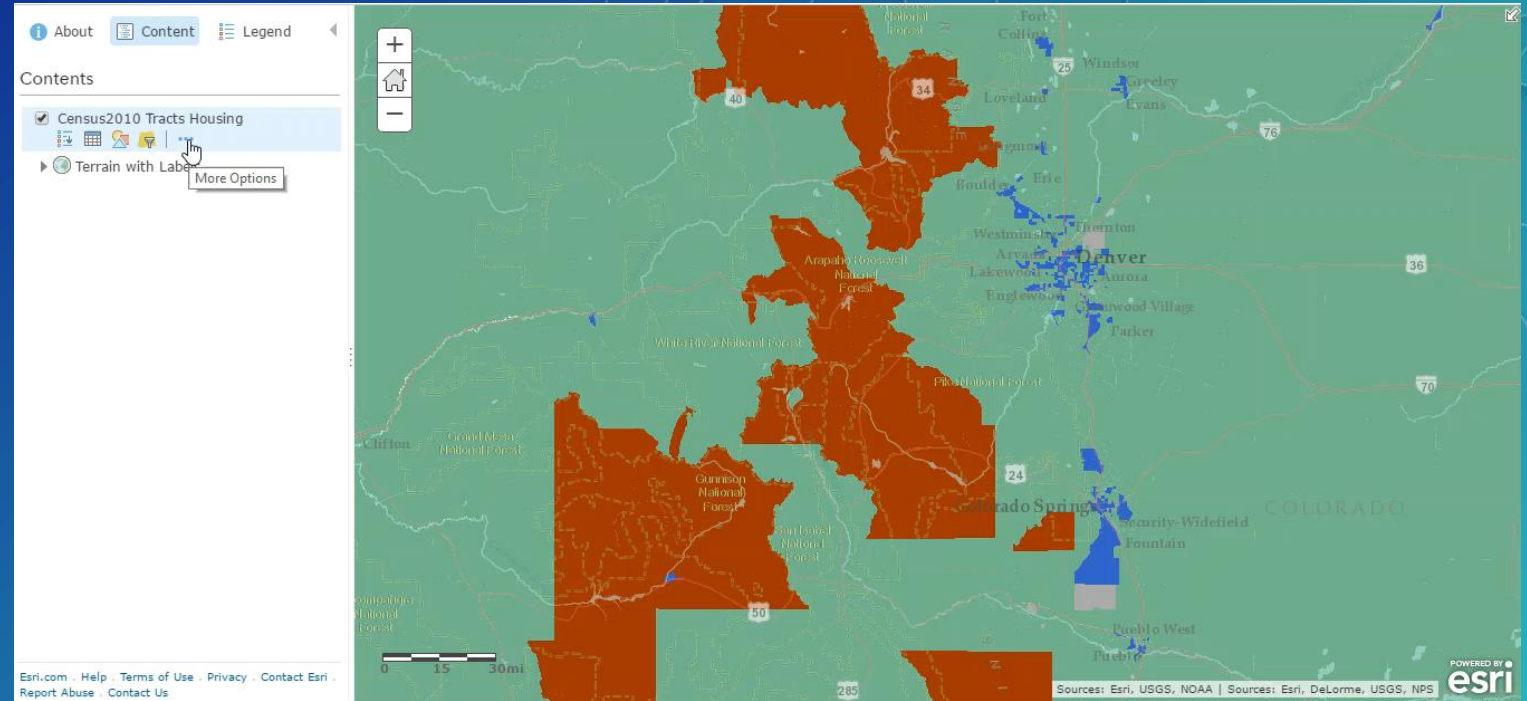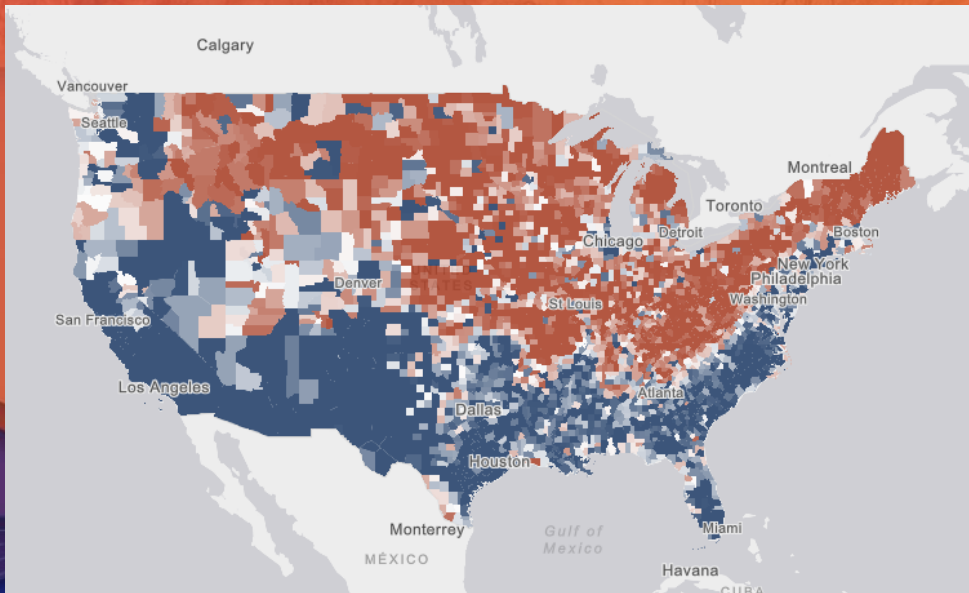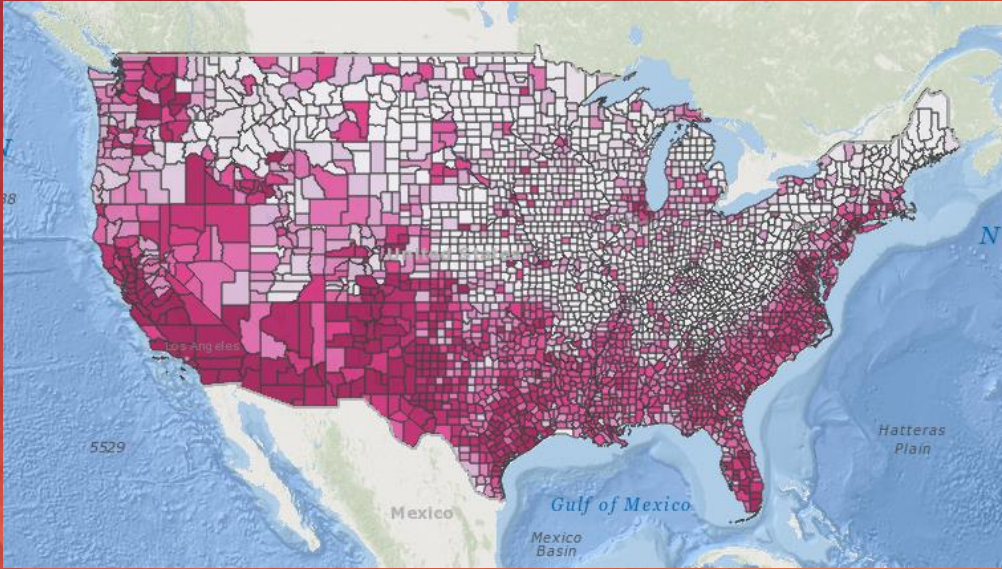
Steps 1 - 4

Let's Try it Out!

5. Use Size and Color

Map two related attributes at once

Find visual patterns and relationships between attributes
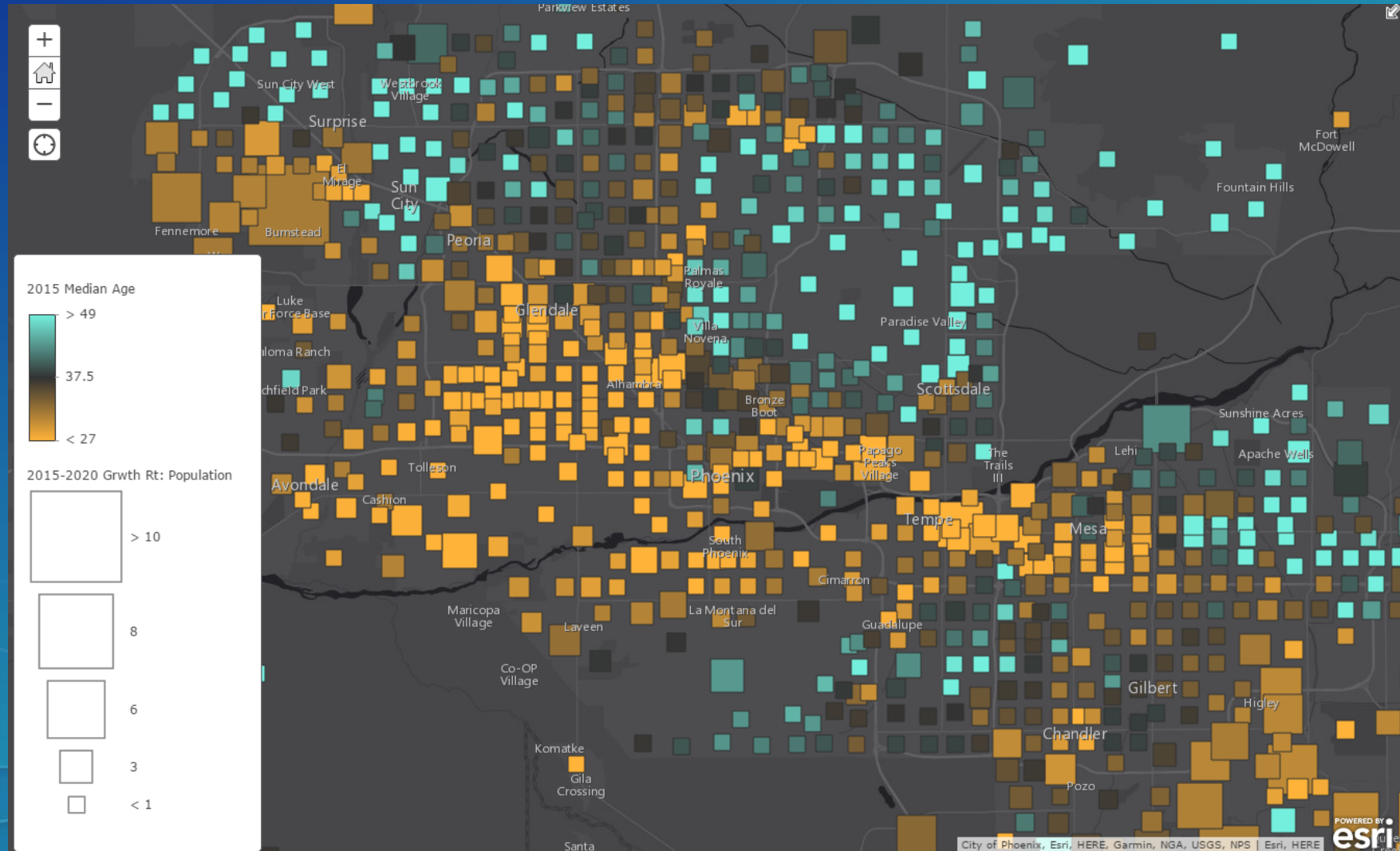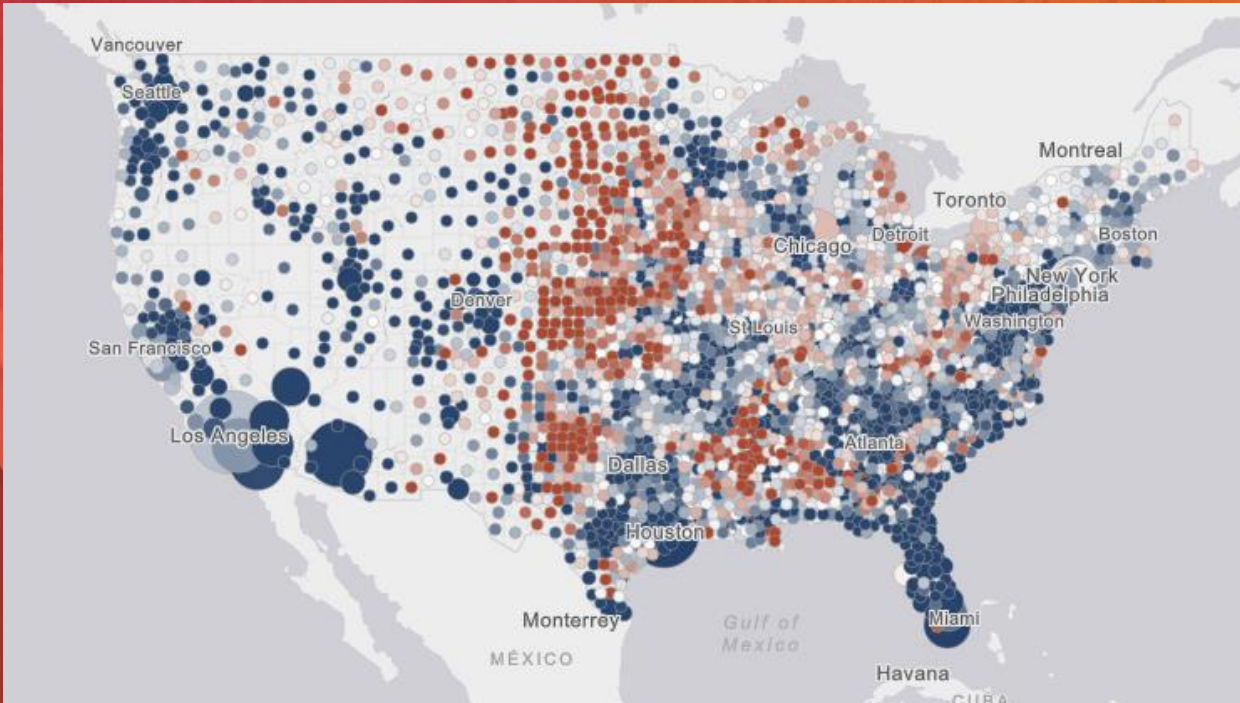
Map Two Attributes

Use Both Color and Size

6. Find the Largest Value

Predominance Maps

Compare the values of multiple fields, and map the largest

For example:
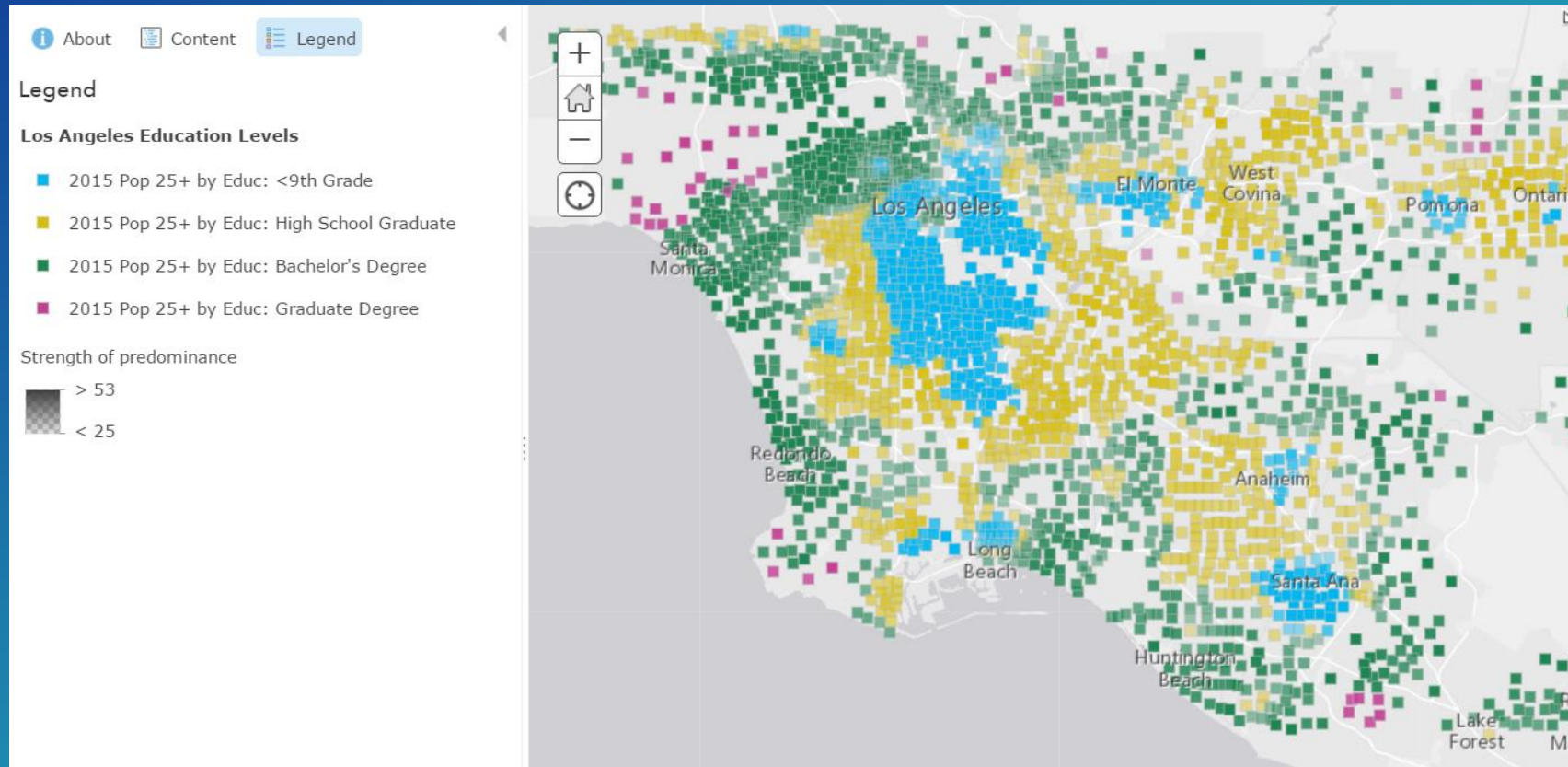
Map the Predominant Value

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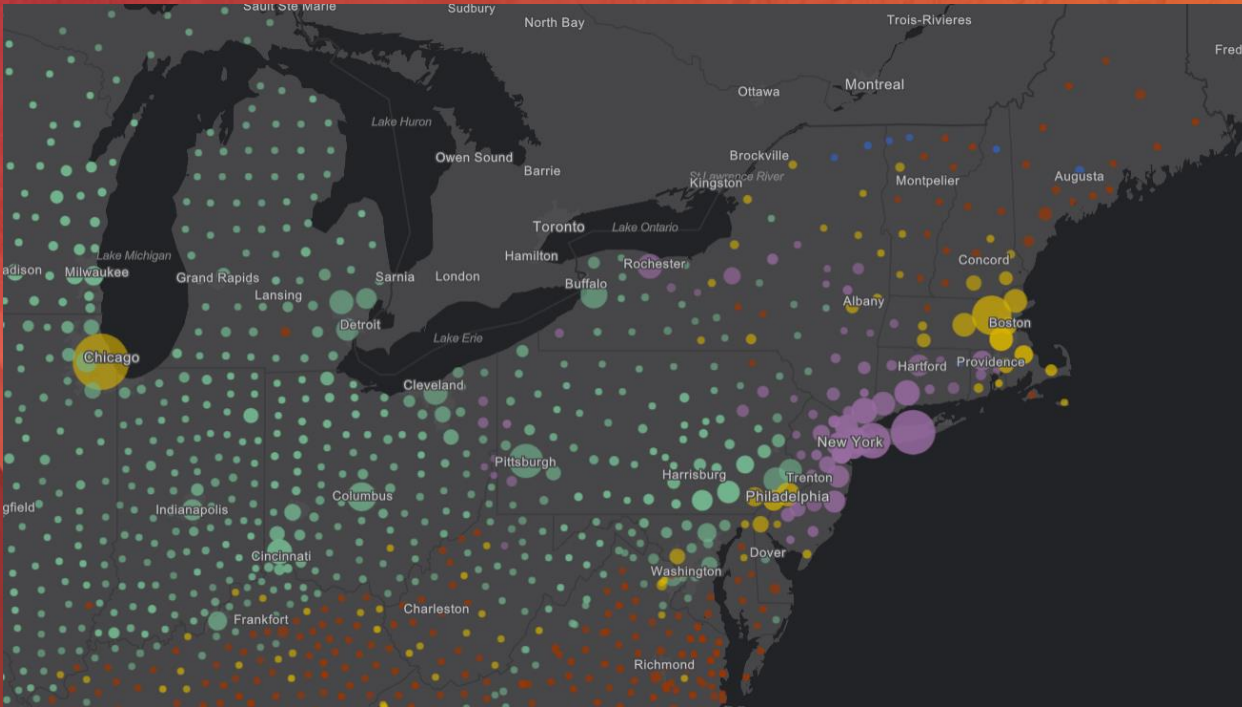
What We Covered
How to use smart mapping in a smart way

- Smart mapping is a tool for making beautiful maps
- Six tips/tricks can improve the look of your maps
- Easy to try and apply

Resources

[6 Easy Ways to Improve Your Maps](#)

[Change Style Doc Pages](#)

[How to Smart Map blogs](#)

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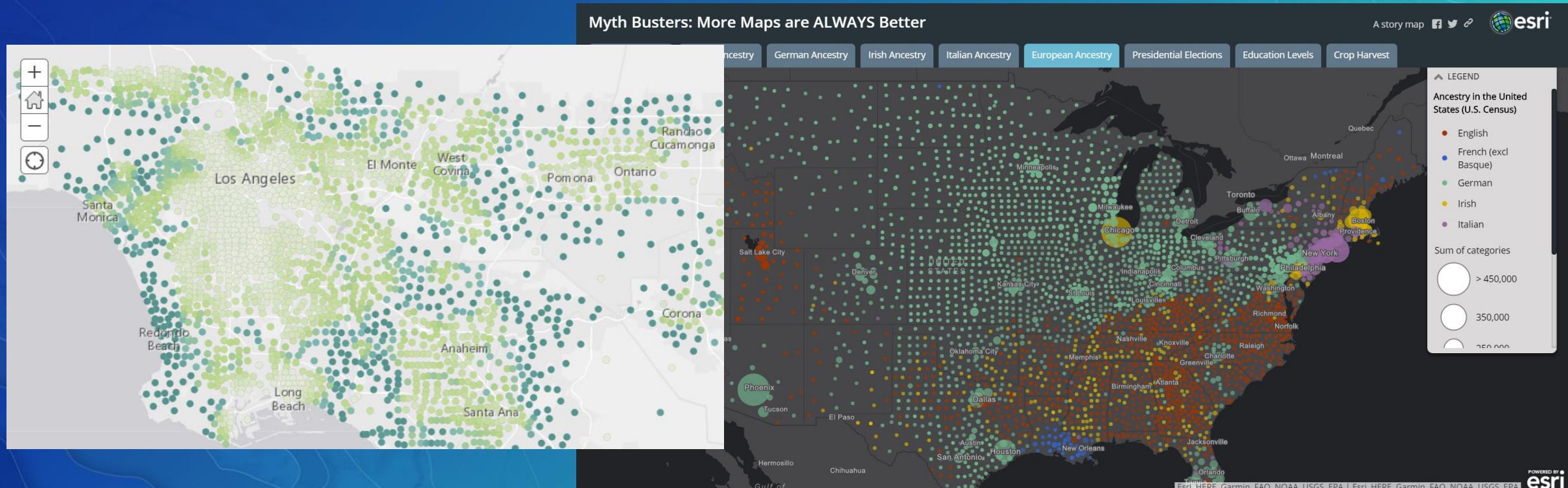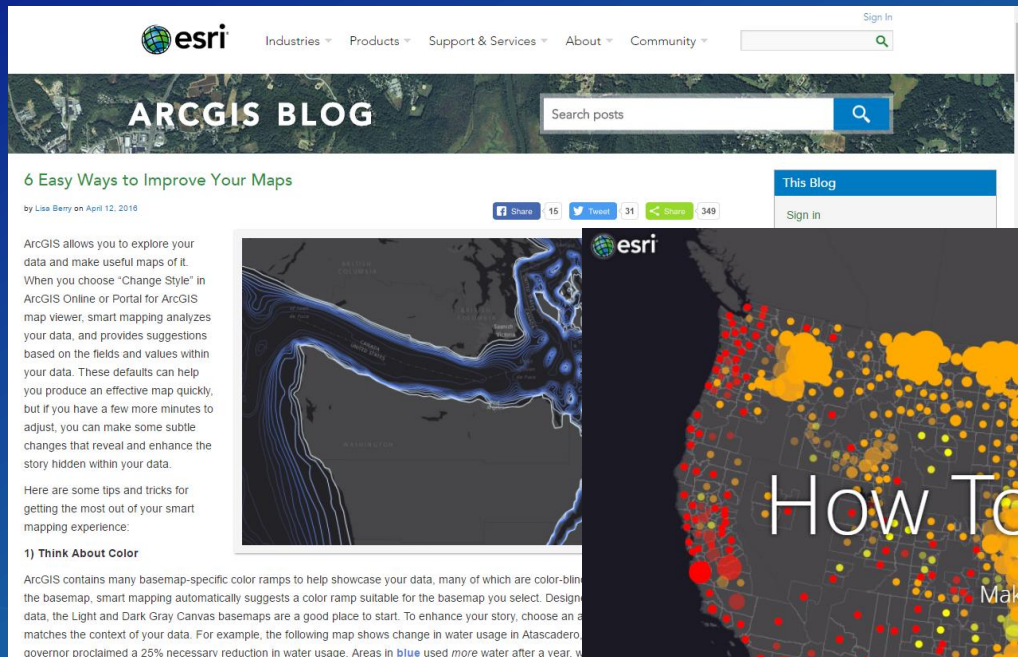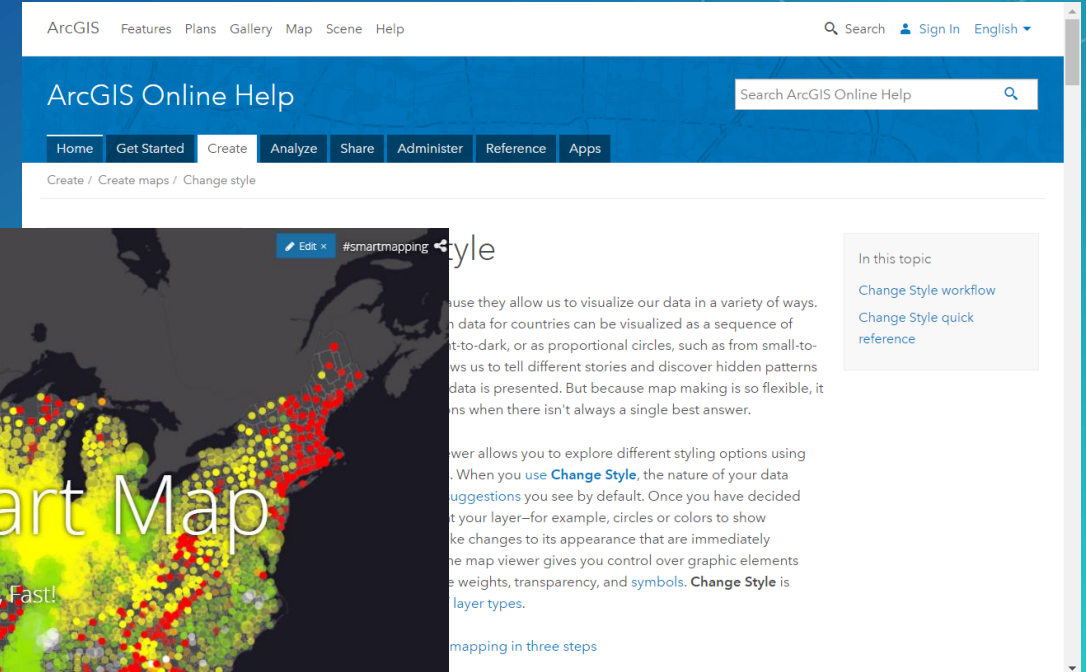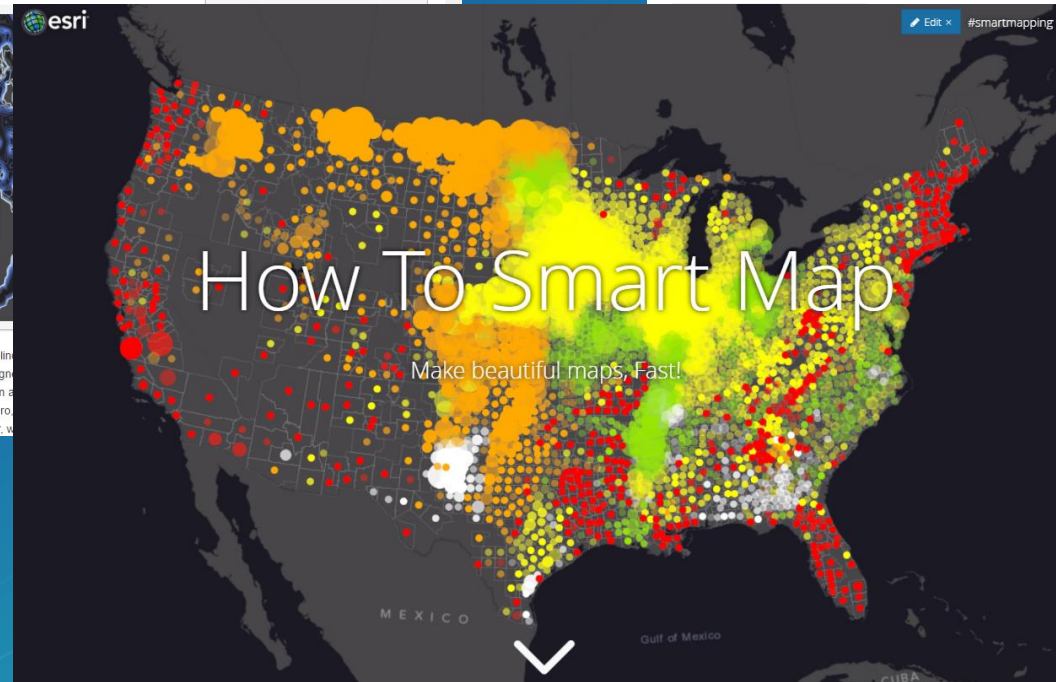
Esri
User Conference
July 10-14, 2017
San Diego, CA

ALL EVENTS

☰ Schedule 🔍

JULY | SUN 9 | MON 10 | TUE 11 | WED 12 | THU 13

8:30 AM - 9:45 AM
☆ ArcGIS Pro: Mapping and Visualization
SDCC - Ballroom 06 F

8:30 AM - 9:45 AM
☆ ArcPad - An Introduction
SDCC - Room 32 A

8:30 AM - 9:45 AM
☆ Building Your Indoor GIS: CAD and BIM Import
SDCC - Room 16 B

Filter On

‹ ⬆

ArcPad - An Introduction
SDCC - Room 32 A

📅 Add Reminder

TIME

★ Jul 11, 8:30 AM - 9:45 AM

SDCC - Room 32 A
SDCC ›

DESCRIPTION

This session will provide an overview of ArcPad, Esri's software for mobile GIS and field mapping, with an emphasis on the new

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‹ ArcPad - An Introdu... ⬆

FEEDBACK

Title and Description Consistent with Content

Low ①—②—③—④—⑤ High

Well Organized/Clear Presentation

Low ①—②—③—④—⑤ High

Public Speaking Skills

Low ①—②—③—④—⑤ High

The content of the workshop was relevant to my work

No | Yes

esri | THE SCIENCE OF WHERE