

UC



Eight Simple Things That Eliminate Noise from Your Web Map

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Why eight things?



What do we normally do?

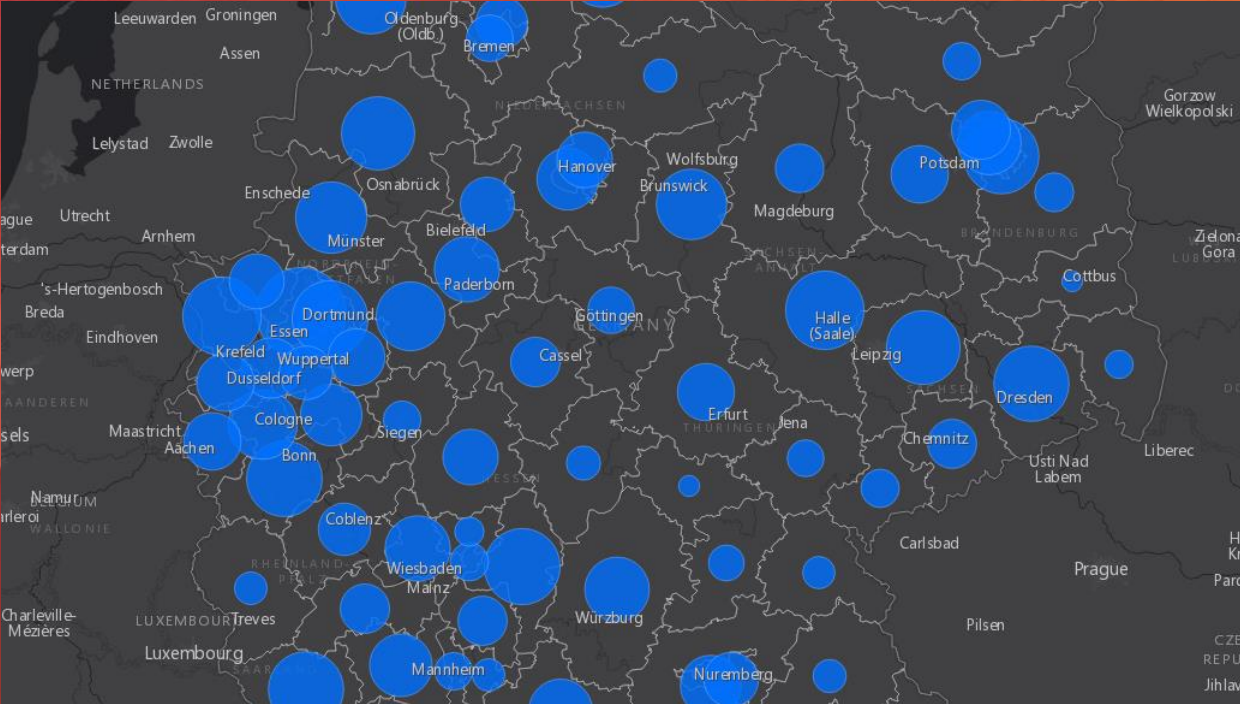
Subhead Here

- Accept default basemap
- Accept default symbology suggestions
- Accept default scale dependency settings
- Crank up the color and size of things tO gRaDuaLIY bEGin TO SHOUT AT THE READER

It's all about decreasing noise, and increasing signal

Subhead Here

- Choose a better basemap. Less is more.
- Symbolize everything so you understand the data. Then, pick an angle to take. Hint: not ALL your data is interesting.
- Leverage smart mapping to inform your choice, not dictate. It's your map. Choose breaks that matter to your reader, to the “average” situation and to your editorial point of view about what's above and below average.
- Outlines. The enemy of clarity.
- Put the legend in order. Pick an order people can relate to.
- Your popup should answer a question, not display rows and columns.
- Consider adding a mask to bring focus to an area.
- Take 5 minutes and explore the data using smart mapping. Choose a second attribute to map. Some of the most interesting maps are *between* the columns of data.



Examples

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