

# Making Better Maps - The Art of Conveying the Right Message

*Course Length: 16 hrs*

*ArcGIS Version: 10.x*

## Overview

There is a big difference between making a map and making a good map. It is not just a matter of putting map elements on a piece of paper. There are definitely some tricks to getting all the right information on the map without cluttering up the whole thing. A map is all about the story it is trying to convey. By choosing symbols and labels wisely, a map can tell a complete story. This course covers tips and tricks on making those choices, as well as teaching students about visual hierarchy – how to draw attention to certain details and away from others.

## Audience

This course is for those who are already comfortable with the basics of ArcGIS and want to learn more about efficiently and effectively creating hard copy maps, in ArcGIS.

## Topics Covered

### Day 1

- Map Basics – Change your thinking from, “I have the data therefore I should put it on the map” to, “What really needs to be on here?” (Art of Map Making; Essential Map Components)
- Map Document Best Practices – Tips and tricks for the Table of Contents (Layer Management; Taking Control of your Map)
- Colors and Symbols – What difference do colors make on the map? A big difference. Learn the tricks and save/share the symbols as \*.style files. (Symbol Standards; Choosing Colors; Sharing Symbology)
- Map Text – How important is the text on the map? What should be emphasized and what should fade to the background? (Map text standards; Techniques and tools)

### Day 2

- Elements of a Layout – Learn Layout View tricks for quickly and efficiently making high-quality maps. (Focus the Map; Where, When, and Why; Tips and tricks; Template Strategies)

- Above and Beyond Layouts – Make your map tell the story you are trying to get across. (Tips and tricks; Telling a story)
- Data Driven Pages – Automatically create multiple layouts, one for each section of a group of features. (Creating a grid index; Data driven pages)
- Sharing Maps – Best practices for sharing maps in different formats, and which is best for specific circumstances. (Map packages; Digital formats; Printing)

## **Format**

In-person instruction with hands-on practice, and course materials you can keep.

## **Prerequisites and Recommendations**

Students should have knowledge of Microsoft Windows® and be familiar with the basic use of ArcGIS, including the topics covered in either the **Fundamentals of ArcGIS** or **ArcGIS Desktop I** classes. Recommended prerequisite course: **Taking Control of the Text on Your Map**.