Making Better Maps – The Art of Conveying the Right Message

Course Length:	*2 days*
ArcGIS Version:	*10.x*
App:	*ArcMap*

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 it up. 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 ArcMap.

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)

- Graphs and Reports – Generate graphs and reports for your data inside of ArcMap. (Graphs; Reports)
- 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 Microsoft Office®, and be familiar with the basic use of ArcGIS, including the topics covered in **Fundamentals of ArcGIS**.