



I applied 100 percent transparency to the basemap and used my own simplified county boundaries. It was important to simplify the line work so the map would load, pan, and zoom effectively. The vignette effects and a detailed hillshade with layer tints used for the print version would slow the refresh rate significantly for the web version. Instead, a simple four-color map showing the counties is a more functional, yet still visually appealing, approach that supports the performance of the map in this medium.

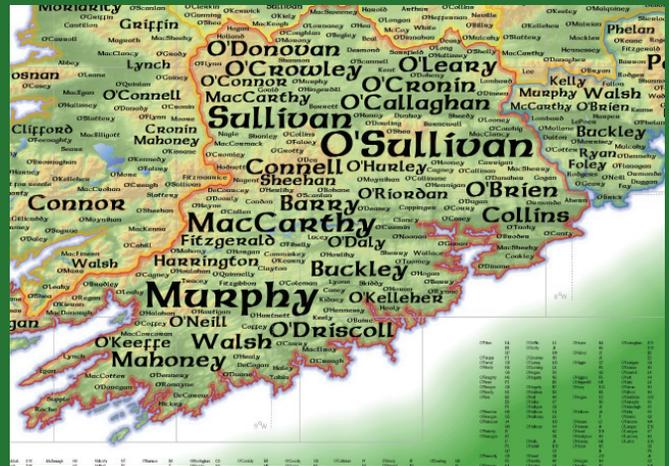
The multiscale nature of the web map required some careful thought because the previous print version was designed for a single scale. At a small scale, the labels on the web simply aren't visible. Because users can zoom to different scales, scale visibility ranges can be used to ensure certain labels appeared at certain scales. At smaller scales, only the larger labels are visible, supporting the idea that these surnames are the most common. As the user zooms in, smaller labels are added to the map. This structures the information and also takes advantage of the multiscale nature of web maps. (See "Using scale visibility ranges for symbology in ArcGIS Online web maps" on the Esri Mapping Center blog). I added some graphics and used simple pop-ups so users could mine the data, and the map was finished. View the web map application by searching for Geo-genealogy of Irish Surnames on ArcGIS Online.

The print and web map I created share a common ancestry but were designed very differently. However, this isn't the end of the story of this map. For St. Patrick's Day 2012, Allen Carroll and his Story Map team took the web map version of this map a little further.

Using the JavaScript API, the team modified the way the data was configured and presented as a web map application. The zoom levels were restricted to four scales that were purposeful for the map. Creating cached tiles of the basemap and the labels improved performance considerably so a subtle hillshade could be added back, giving the map more visual interest. Finally, a search tool was added that allows users to type in a surname (it uses autocomplete to give alternatives). It returns surname counts and zooms the extent directly to that part of the map. To make search results more legible on the map, other labels are temporarily grayed.

The search facility provides a useful way to explore the map that goes beyond what was possible in the print version. The web map application creates additional ways of engaging with the information while retaining the simplicity of the original design. You can view this web map application, Mapping the Emerald Isle, in the Storytelling with Maps gallery (storymaps.esri.com/wordpress/).

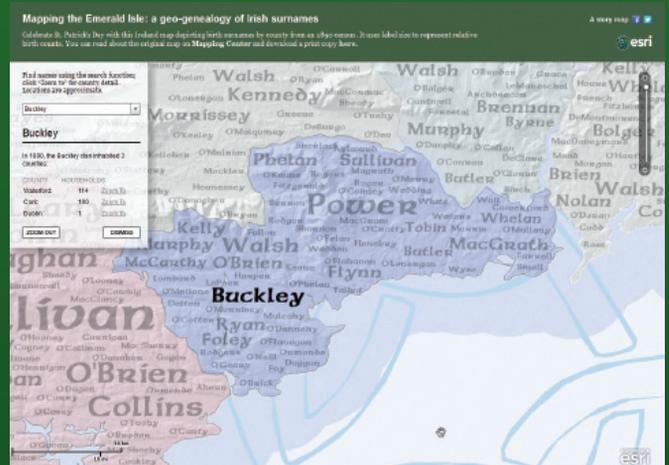
The *Irish Surnames* map went through three iterations: a print map, a web map, and a web map application. Each used a relatively simple thematic dataset but demonstrated how it was used to turn an idea into a great map suited, in each case, to its purpose and the medium for which it was created.



↑ The design for the print version of the Geo-Genealogy of Irish Surnames map used name labels as proportional symbols so that they became part of the visual story.



↑ The version of the Geo-Genealogy of Irish Surnames created for ArcGIS Online required new ways of seeing the data as well as alternative requirements for data manipulation.



↑ The Mapping the Emerald Isle web map application created additional ways of engaging with the information interactively while retaining the simplicity of the original design.