

Location, Location – Eiffel Tower

Lesson Overview

Location and place are two of the five themes of geography. Where is it located? What is it like there? These are the questions that organize space. With the availability of satellite and high-resolution aerial imagery, our perspective of location and place has never been greater. In this introductory activity you will describe a location on Earth from three perspectives: your absolute location, your location within a regional boundary, and your location within a global boundary. The location on Earth that has been selected is the Eiffel Tower. The Eiffel Tower is in Paris, France and is the landmark of the City of Lights. It is the most visited monument in Europe.

Builds skills in

- Navigate a map (pan, zoom, search)
- Create bookmarks
- Change basemaps
- Add layers
- Save a map with metadata
- Add an in-depth description of a map

Software Requirements

- ArcGIS Online account (obtain a free [ArcGIS Public Account](#) or [ArcGIS trial](#))

Estimated Time

- Under 30 minutes

Exercise

Step 1: Navigate a map

1. Go to [ArcGIS online](#). Sign in and click **Map** on the top ribbon.
2. Zoom all the way out to the world view of the map. You can zoom by any of three ways:
 - You can click the + or – buttons.
 - You can use the mouse scroll bar.
 - You can hold down the shift key and make a box around the area of interest.
3. Pan allows you to move the map. Hold down the left button of your mouse and pan.

Step 2: Change the basemap

A basemap provides a reference map for your world and context for your map. Basemaps are multiscale, continuous, and provide global coverage.

1. On the ribbon, click **Basemap**.
2. In the basemap gallery, choose **Imagery with Labels**.
3. Practice zooming in and out of the map.

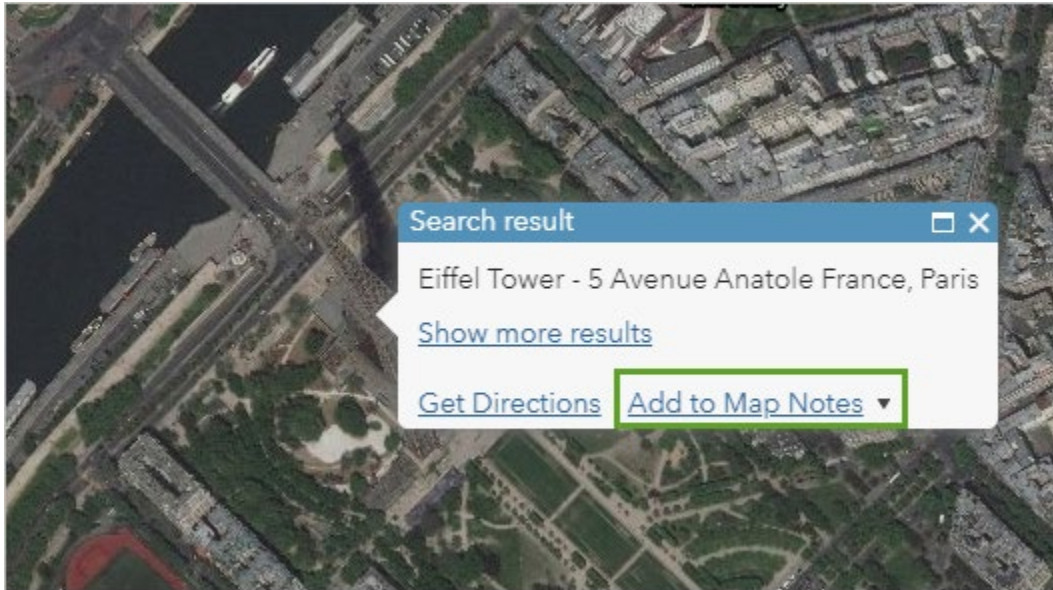
Notice that different labels appear or disappear as you zoom in and out. Multiscale maps allow you to view geographic data across a range of scales, also known as zoom levels, from buildings to the entire globe. Specifying at what zoom levels content is drawn is known as setting the visibility range.

Step 3: Search

You can search to find locations such as addresses, places, or points of interest.

1. In the search bar above the map, type *Eiffel Tower* and press enter.
2. The map zooms to Paris and a pop-up appears over the Eiffel Tower.

3. On the pop-up, click **Add to Map Notes** to mark the location.



Step 4: Make bookmarks

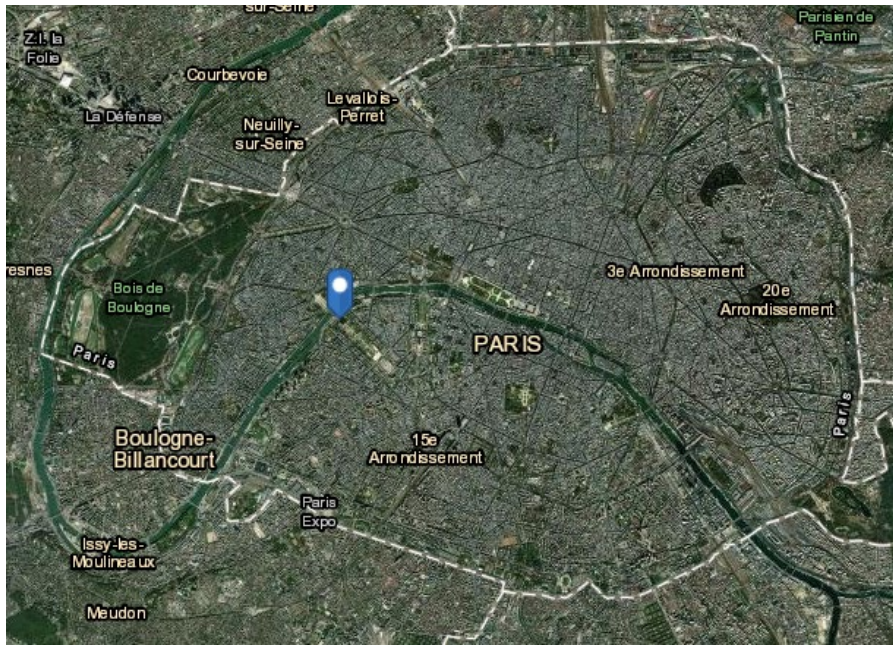
Bookmarks provide shortcuts to interesting places on a map. As a map author, you create them based on the current location and scale of the map. When others click a bookmark, the map zooms to that location.

1. On the ribbon, click **Bookmarks**.
2. Click **Add Bookmark**.
3. Type *Eiffel Tower* and press Enter.
4. Close the **Bookmarks** window.

Q1. Write a description of the local area around Eiffel Tower. What other structures can you identify?

A1. _____

7. Zoom out on the map until you see the administrative boundary of Paris.



8. Add a bookmark named *Paris*.

Q2. Write a description of the land within the administrative boundary of Paris. Do you see any water? Pathways? Other structures you can identify?

A2. _____

9. Zoom out of the map until you see the administrative boundary of France.



10. Add a bookmark named *France*.

Q3. Write a description of the land within the administrative boundary of France. What are other countries and water bodies around France?

A3. _____

11. Zoom out of the map until you see the continent of Europe.



12. Add a bookmark named *Europe*.

Q4. Write a description of the continent of Europe.

A4. _____

Q5. What continents join Europe?

A5. _____

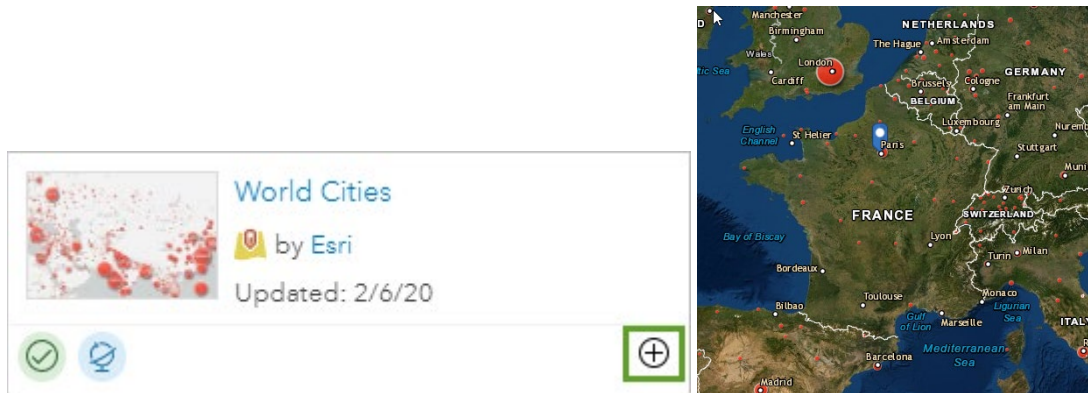
13. Click **Bookmarks** and navigate to each individual view of your map.

Step 5: Add Layers

Layers are the contents of a map. They include a wide range of information and are positioned on the map by location. You can add layers from various locations from your local data to data housed in the cloud.

1. On the ribbon, click **Add**.
2. Click **Search for Layers**.
3. Change the location of the data from **My Content** to **Living Atlas**.
4. In the search bar, type *World Cities* and press Enter.

5. Find the **World Cities** layer owned by Esri and click the **Add** button.



Q6. Why are the city points different sizes?

A6. _____

Step 6: Save the map

Maps can be saved in the content of your organization. Next, you'll save the map and add an in-depth description.

1. For **Title**, type *The Eiffel Tower*.
2. Type some tags. Tags are words or short phrases that describe your map. Separate tags with commas. Some suggested tags are *location* and *Eiffel Tower*.
3. Provide a summary that describes the map.
4. Click **Save Map**. The map will appear as an item in your Content list.
5. Click **Home** and click **Content**.
6. Find **The Eiffel Tower** map in your content list and click the map name to open its **Item Details** page.
7. For **Description**, click the **Edit** button.
8. Write a brief description of what the map is about and the skills you have learned. Below is an example.

This map shows the location of the Eiffel Tower in Paris. It shows its absolute location as well as its location within the political boundaries of city, country, and continent. The skills learned in this

lesson are pan, zoom, search, bookmarks, basemap, adding layers, saving with metadata and adding an in-depth description to the map.

In this exercise you have learned how to pan, zoom, search, create bookmarks, change base maps, add layers, add an in-depth description, and save.

Exercise Answers

Q1. Write a description of the local area around Eiffel Tower. What other structures can you identify?

A1. The map shows a river to the northwest of the tower, an athletic stadium to the southwest, and circular parks to the southeast.

Q2. Write a description of the land within the administrative boundary of Paris. Do you see any water? Pathways? Other structures you can identify?

A2. Paris is urban with a winding river and several noticeable green spaces. Several street networks are spike like and there are many bridges crossing the river.

Q3. Write a description of the land within the administrative boundary of France. What are other countries and water bodies around France?

A3. France is surrounded by the Mediterranean Sea to the southeast, the English Channel to the northwest and the Bay of Biscay to the west. It connects with the countries of Spain, Belgium, Luxembourg, Switzerland and Italy.

Q4. Write a description of the continent of Europe.

A4. Europe is bordered by the Arctic Ocean to the north, the Atlantic Ocean to the west, the Mediterranean Sea to the south, and Asia to the east.

Q5. What continents join Europe?

A5. Asia joins Europe.

Q6. Why are the city points different sizes?

A6. The different sizes of the points represent variations in population.

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380 New York Street

Redlands, California 92373 – 8100 USA

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