Creating Maps and Visualizations with ArcGIS®
## Table of Contents

**Esri resources for your organization**

### Course introduction

- Course introduction
- Course goals
- Installing the course data
- Training Services account credentials
- Icons used in this workbook
- Understanding the ArcGIS platform

### 1 Introduction to designing maps and visualizations

- Lesson introduction
- Why create maps?
- Audience and purpose
- ArcGIS information products
- Design considerations
- The cartographic workflow
- Cartographic workflow: Planning
- Lesson review
- Answers to Lesson 1 questions

### 2 Data for information products

- Lesson introduction
- Cartographic workflow: Data
- Evaluating spatial data
- Levels of measurement
- Exercise 2A: Evaluate levels of measurement
- Sign in to ArcGIS Pro and open a project.
- Evaluate levels of measurement
- Accuracy and precision
- Sources of error
- Scale and resolution
- Coordinate systems
- Generalization techniques
- Exercise 2B: Prepare data
- Open a map
- Set the coordinate system for a map
- Investigate data display scales
- Use a definition query to generalize data
3 Symbolizing data

Lesson introduction
Cartographic workflow: Symbology
Components of color
Visual variables
Choosing visual variables
Designing symbols
Symbolizing by attribute
Exercise 3A: Design symbols for a map
  Import a style file
  Add symbol layers to a polygon symbol
  Set the properties for a fill symbol layer
  Set the properties for a marker symbol layer
  Set the properties for a stroke symbol layer
  Symbolize point features
Visualizing data ranges
Color schemes
Figure-ground organization
Reference and thematic maps
Exercise 3B: Symbolize a map
  Open a map
  Symbolize a layer
  Symbolize a layer using unique values
  Symbolize remaining unique values
  Enable symbol layer drawing
  Open a new map and symbolize a point layer
  Examine classification methods
  Change the graduated color scheme
Lesson review
Answers to Lesson 3 questions

4 Working with map text

Lesson introduction
Cartographic workflow: Symbology - Text
Types of map text
Text placement
Using text to create visual hierarchy
Visual variables for text symbols
Print map layouts

Lesson introduction
Cartographic workflow: Layout and output
Creating a pattern of reading
Map elements
Map description
Map scale
Map orientation
Visual balance and hierarchy in print maps
Exercise 5: Create a print map layout
  Create a layout
  Add guides to layout
  Add map frame to layout
  Activate the map frame
  Add a graphic shape to the layout
  Add a map title
  Add legend to layout
  Add scale bar to layout
  Add a north arrow to layout
  Add a graticule to the layout
  Export map layout
Lesson review
Answers to Lesson 5 questions

6  Design considerations for web maps

Lesson introduction
Web maps
Web maps versus print maps
Audience and purpose
Exercise 6A: Create a web map using ArcGIS Online
  Sign in to ArcGIS Online
  Add data to a web map
  Add a basemap from ArcGIS Living Atlas of the World
  Symbolize line features
  Symbolize point features
Devices and software
Cartography and user experience
Predominance web maps
Exercise 6B: Create a relationship map in ArcGIS Online
  Create a map
  Add data from ArcGIS Living Atlas of the World
  Change the symbology to map two attributes at the same time
  Symbolize the map using the relationship drawing style
Lesson review
Answers to Lesson 6 questions

7  Publishing web maps for multiple devices

Lesson introduction
Projections in web maps
Map scales and symbol sizes
Tile layers
Web map symbology
Exercise 7A: Design and publish a web map
  Open a project and add data to a map
  Symbolize point and polygon features
  Symbolize line features
  Turn off visibility of attribute fields
  Analyze a map before publishing
  Resolve errors and warnings
  Publish a web map
Configuring pop-ups
Exercise 7B: Create a web map for multiple devices
  Inspect pop-ups
  Configure pop-ups for Metro Line features
Configure pop-ups for Walking Distance To Station polygon features
Create a web app
Preview the web app on multiple devices
Lesson review

8 Creating 3D scenes

Lesson introduction
Functional surfaces
Why use 3D?
Web scenes
Global and local 3D scenes
Scene styles
Elements of a 3D scene
Surfaces
Features
Exercise 8A: Apply textures to features in a 3D scene
   Navigate a 3D scene
   Symbolize features with a 3D texture symbol
   Symbolize features using a procedural fill
   Visualize buildings using multipatch features
3D text and labeling
Scene surrounds and effects
Exercise 8B: Create a 3D scene
   Convert a 2D map to a 3D scene
   Convert 2D layers to 3D layers
   Symbolize layer using Unclassed Colors
   Extrude features
Challenges with 3D
Lesson review
Answers to Lesson 8 questions

9 Visualizing data using charts

Lesson introduction
When to use charts, maps, or both
Why use charts?
Using charts in information products
Visualize data using charts
Types of charts
Exercise 9: Create charts for a visualization
   Investigate data attributes
   Create a bar chart
   Format the bar chart
10 Animations

Lesson introduction
Types of animation in ArcGIS
Animation components
What makes an animation effective?
Exercise 10A: Create a camera animation
   Enable animation on project
   Import bookmarks as keyframes
   Change the keyframe order
   Update a keyframe
   Update the keyframe transitions
   Adjust transition timings
   Add holds to keyframes
   Create Title overlay
   Create and modify overlay text
Dynamic visual variables
Exercise 10B: Create a temporal animation
   Investigate time attributes
   Enable time on a layer
   Import time steps to animation keyframes
   Change timing for an animation
   Export animation to video
Lesson review
Answers to Lesson 10 questions

Appendices

Appendix A: Esri data license agreement
Appendix B: Acknowledgements
Appendix C: Answers to lesson review questions
Appendix D: Additional resources