

Smart Mapping – Bringing Your Data To Life

Presented to: Esri Canada User Conference - Ottawa

Presented by: Mark Ho - Technical Solutions Specialist

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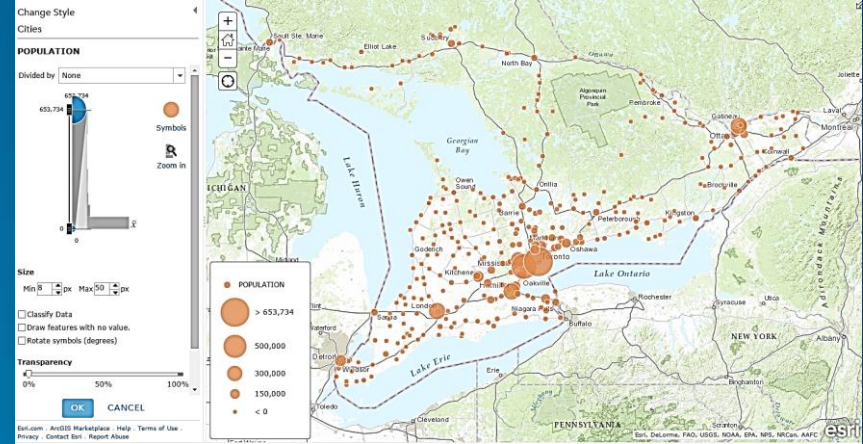


Agenda

- **What is Smart Mapping?**
- **How does it work?**
- **Demonstration**

What is Smart Mapping?

- Enabling people to make brilliant maps quickly and with confidence



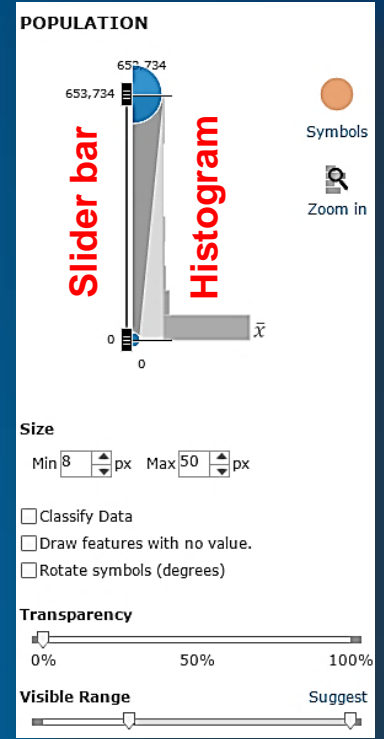
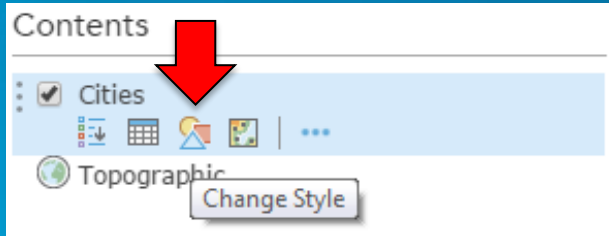
Workflows analyze your data and suggest the best way to represent it



Smart defaults take the guesswork out of setting up many of the map properties

Mapping made easy!

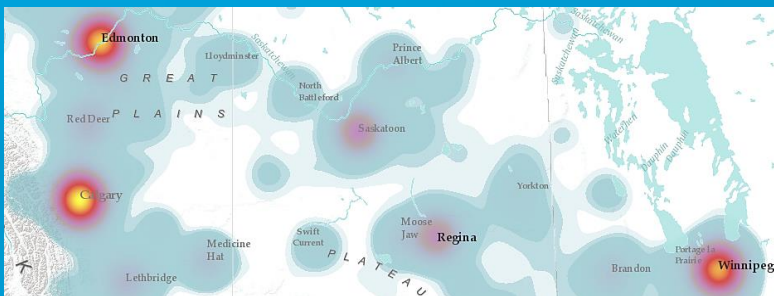
Change Style



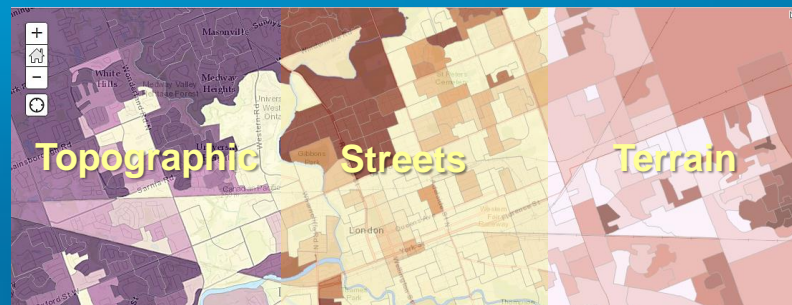
Quickly finds the best ways to represent your data

Enhanced capabilities

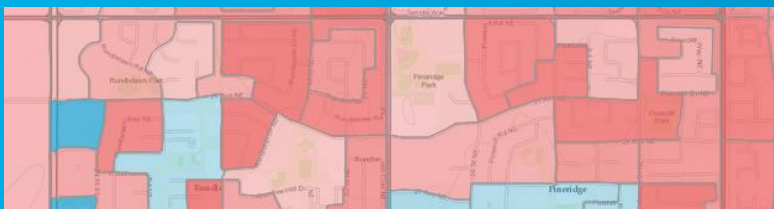
Create a heat map



Coordinate style by basemap



Set transparency per feature



Suggests visible range



Preview your styling choices on your screen

Better cartography

Classed



Unclassed



Bounded



All values above and below
handles given same color (or size)

Themes



High to
Low



Above and
Below



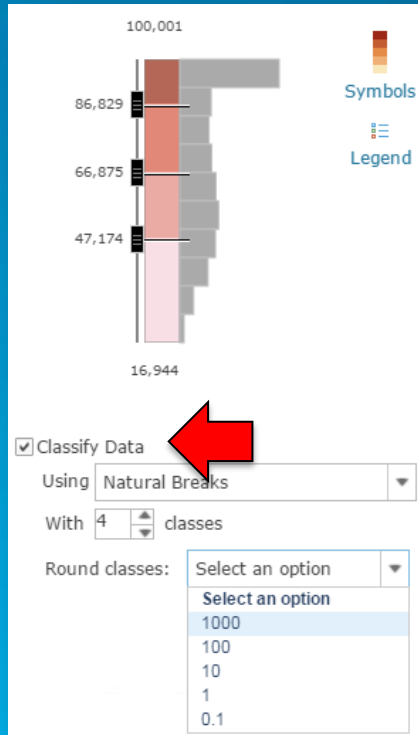
Centered
On



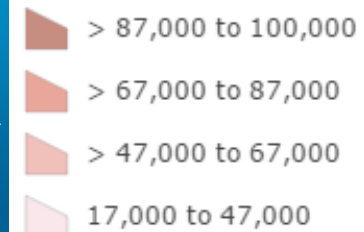
Extremes

New types of maps = New kinds of stories

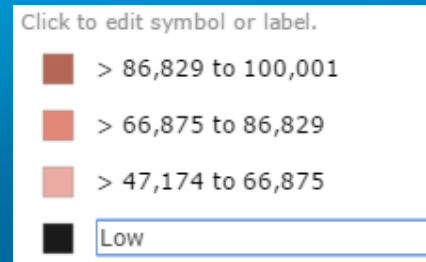
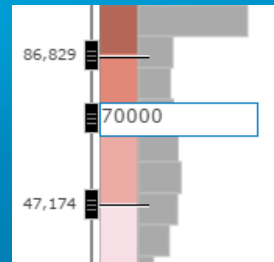
Classify data



Round classes



Manually change classes



You are always in control

Demonstration

- **Explore Smart Mapping with ArcGIS Online Map Viewer**

Things to remember!

- Now available in Online and Server
- Major themes:
 - Data driven workflows – right choices at the right time +
 - Intelligent defaults – bake the expertise into the tools +
 - Create self-governing maps that look good across a range of scales =
New and very powerful type of cartography
- This is a new philosophy and approach that will infuse our work

Resources

- [ArcGIS Online - arcgis.com](https://www.arcgis.com)
- [ArcGIS Online Help - Change Style](#)
- [Smart Mapping landing page](#)
- [ArcGIS Blog](#)
 - Smart Mapping series: [Part 1](#), [Part 2](#), [Part 3](#), [Part 4](#), [Part 5](#)
- [Esri Videos – Smart Mapping](#)

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