

Choosing a Suitable Mapping Style

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Start with Purpose



Who is your audience?

How will the map be used?

What question are you trying to answer?

What do they need to learn from the map?

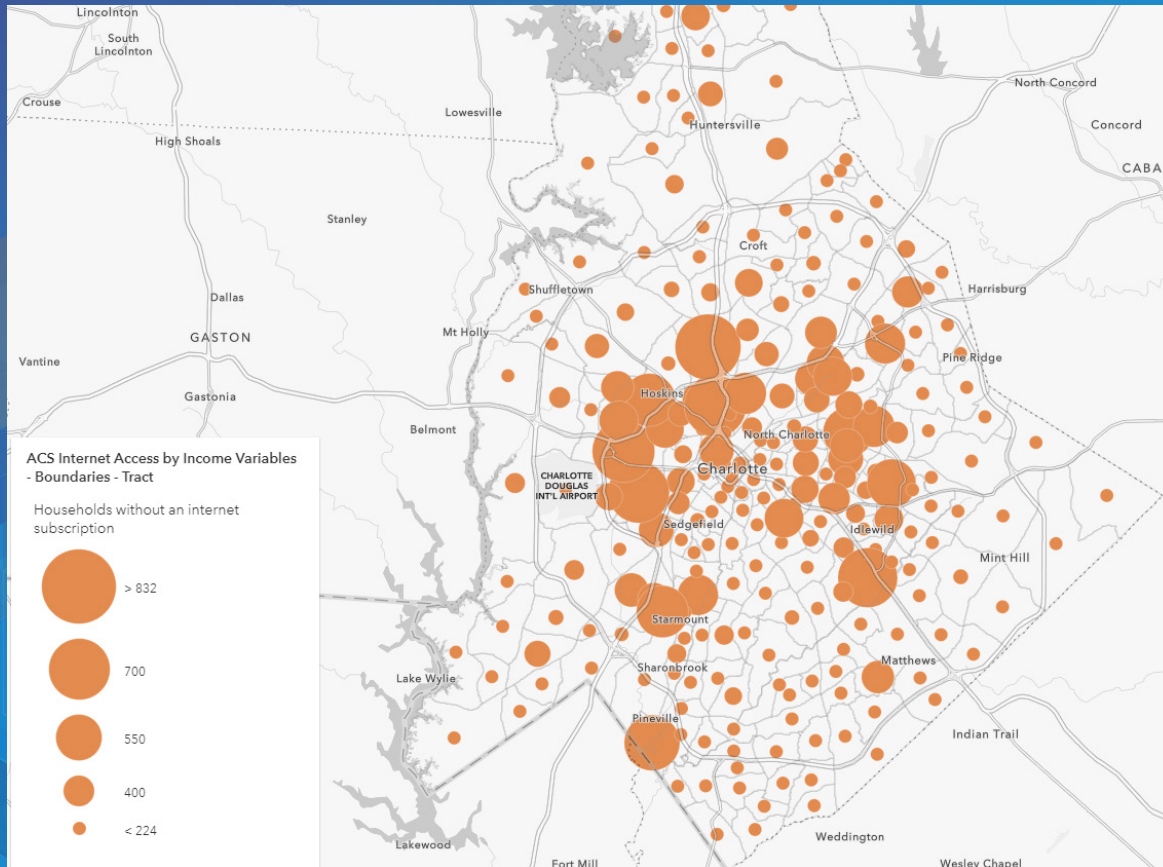


Explore the Options

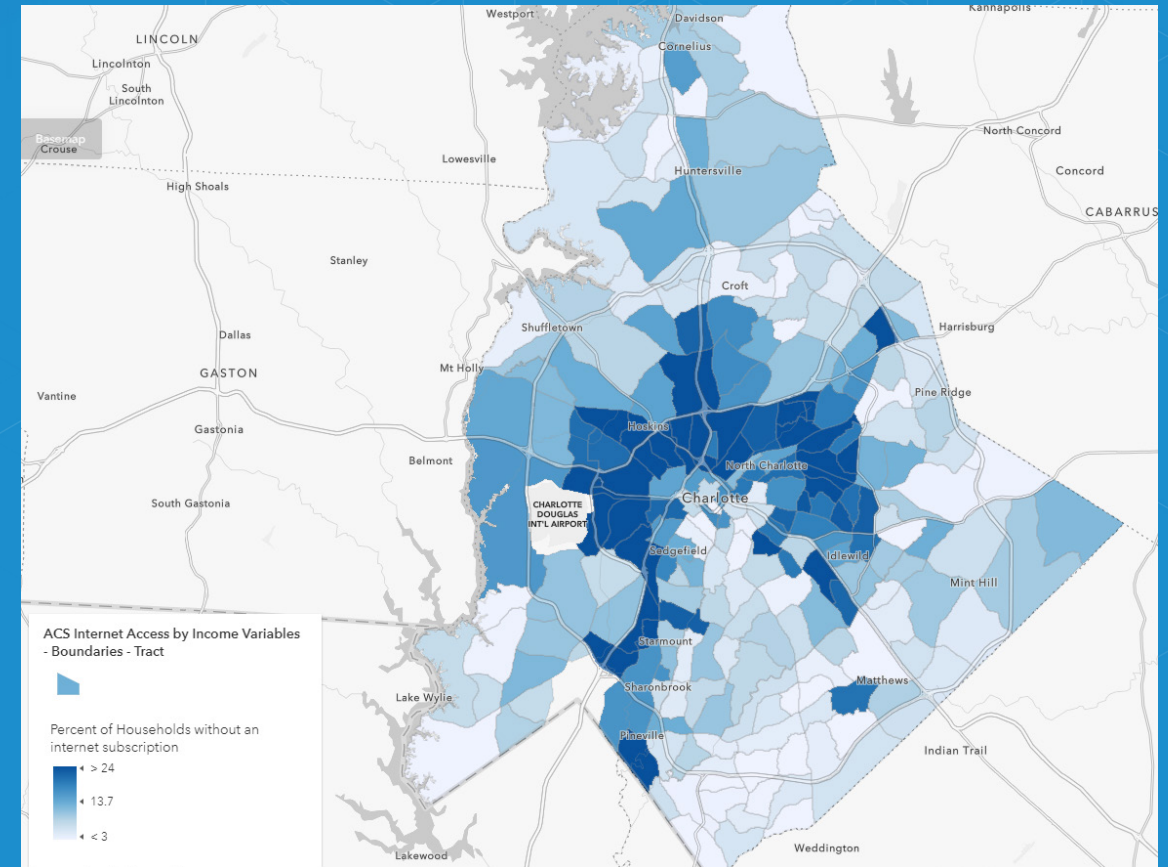


Mapping 1 Attribute

Mapping a total = size



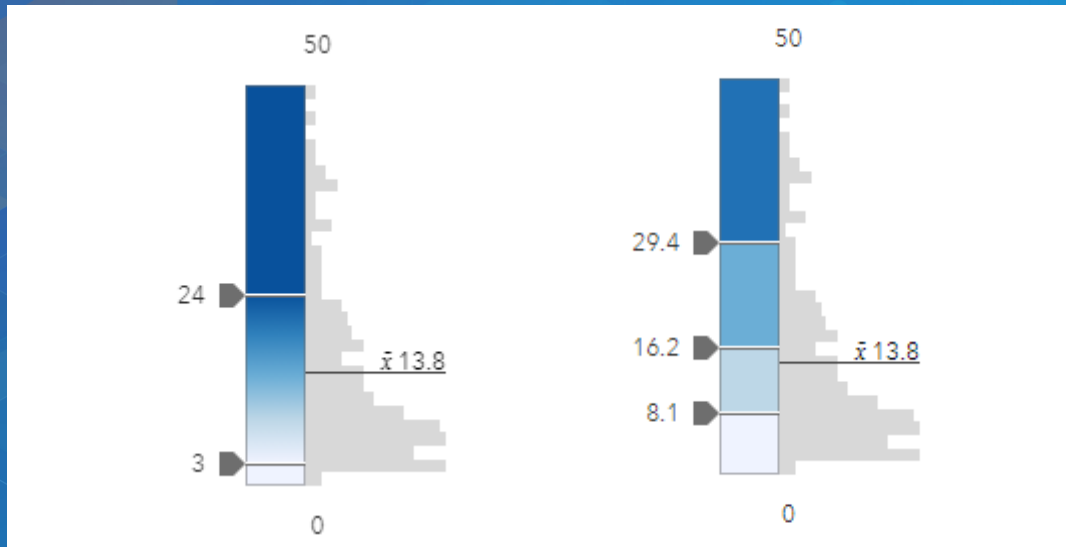
Mapping a normalized attribute = color



Mapping 1 Attribute

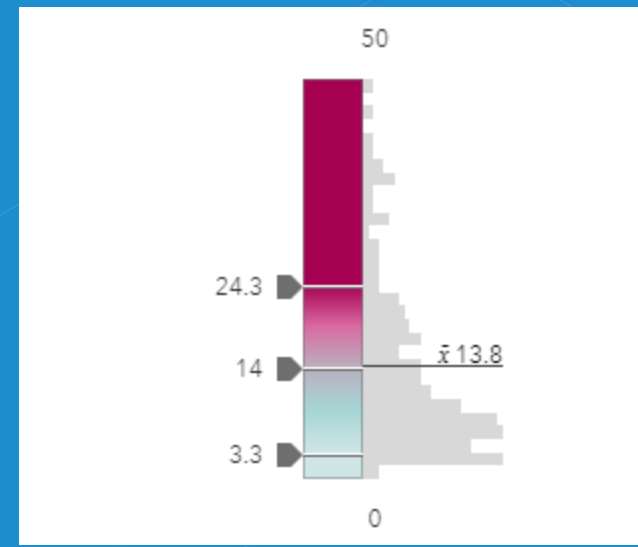
Considerations

Unclassed vs classed



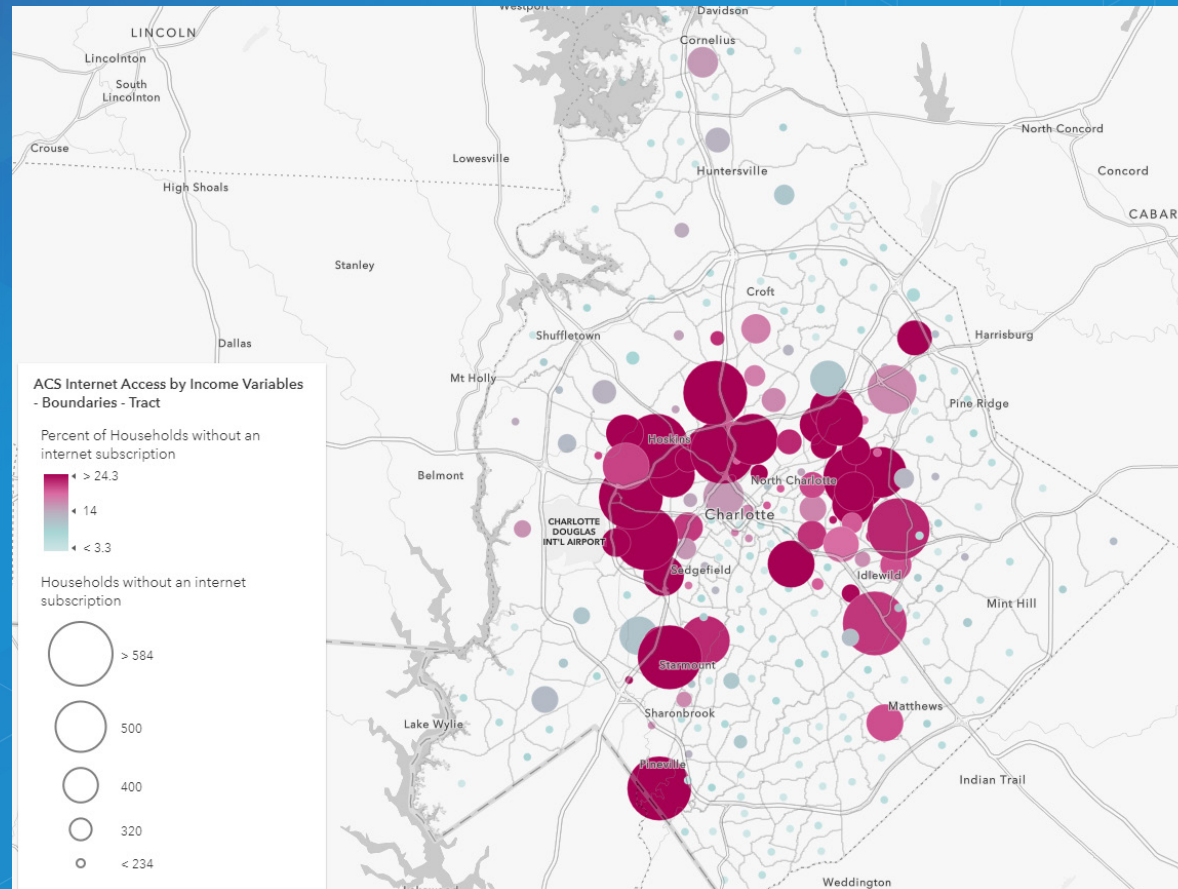
Diverging ramp (Above and Below)

- Use a meaningful value like a national/county figure or threshold



Mapping 2+ Attributes

Map the total and size together with Color + Size



Mapping 2+ Attributes

Compare two patterns – using a total

Compare A to B

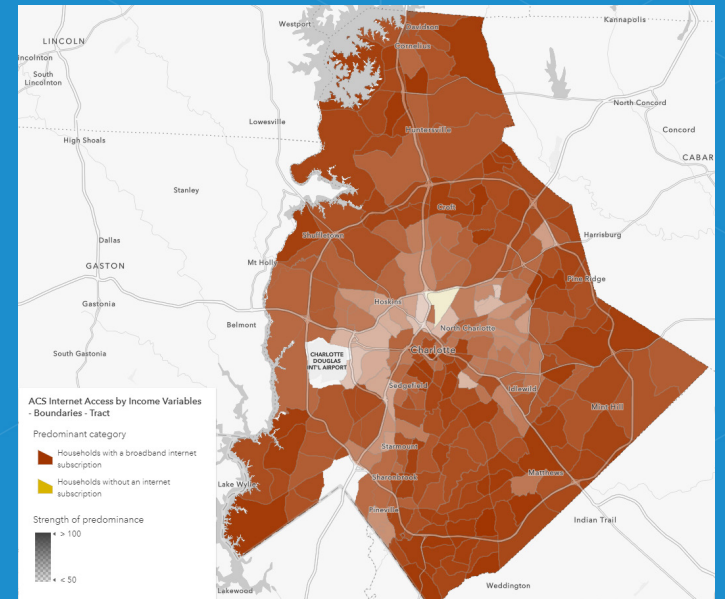
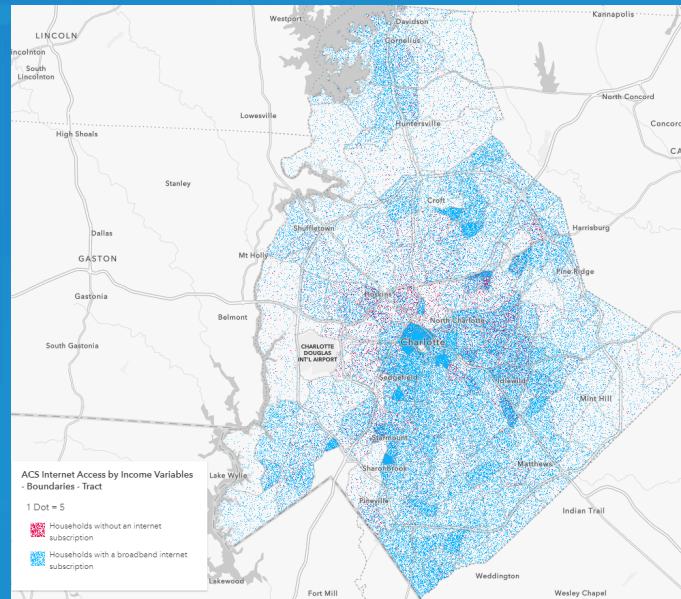
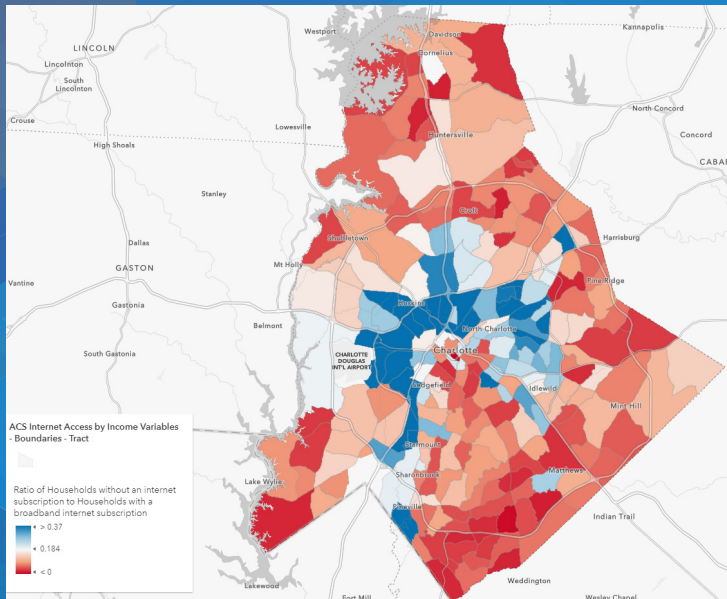
- Ratio of two things

Dot Density

- Each dot represents a household/person/etc

Predominance

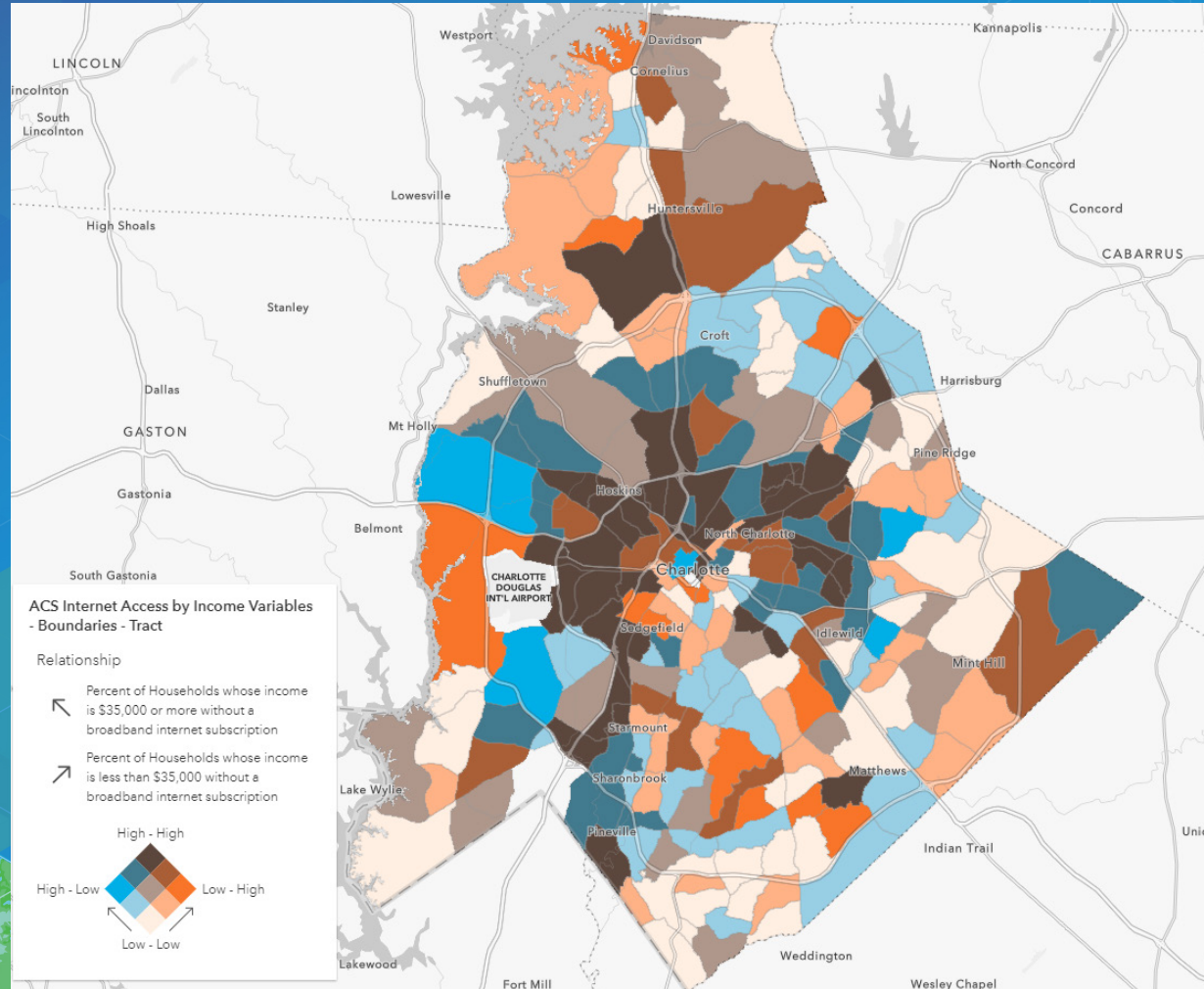
- Which one is largest?



Mapping 2+ Attributes

Compare two patterns – using normalized attributes

Relationship

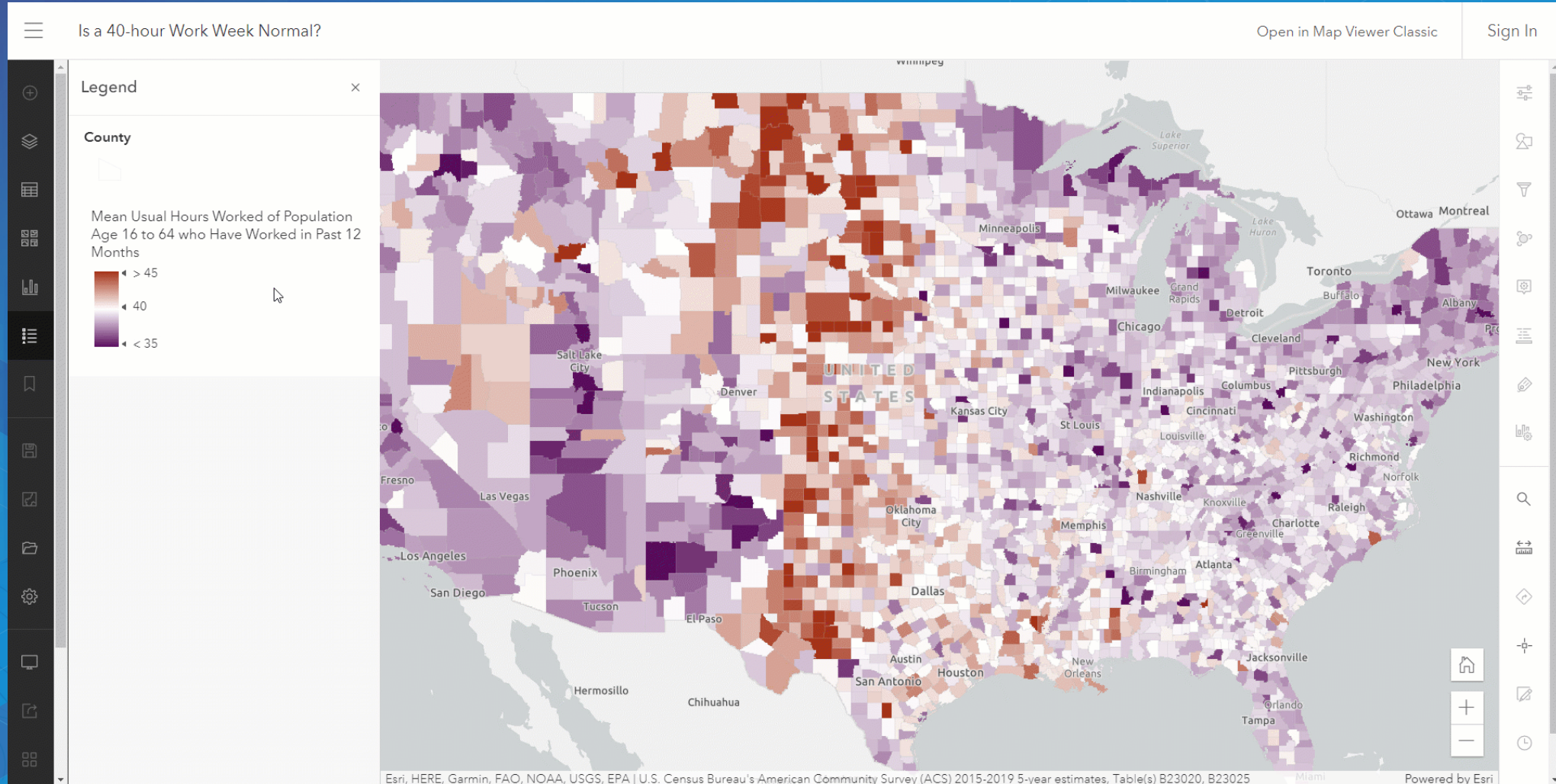


Examples



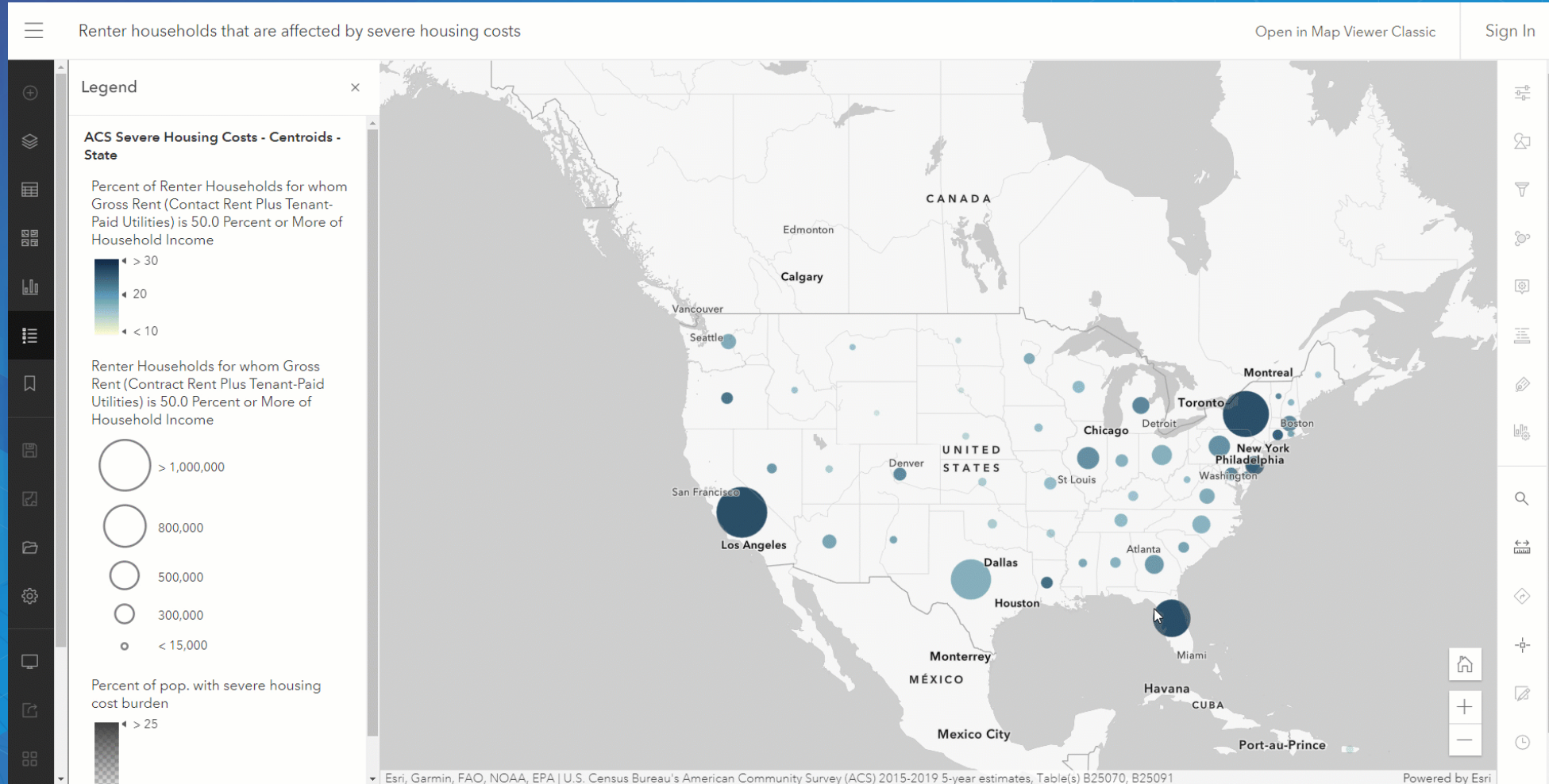
Above and Below Example

Is a 40-hour Work Week Normal?



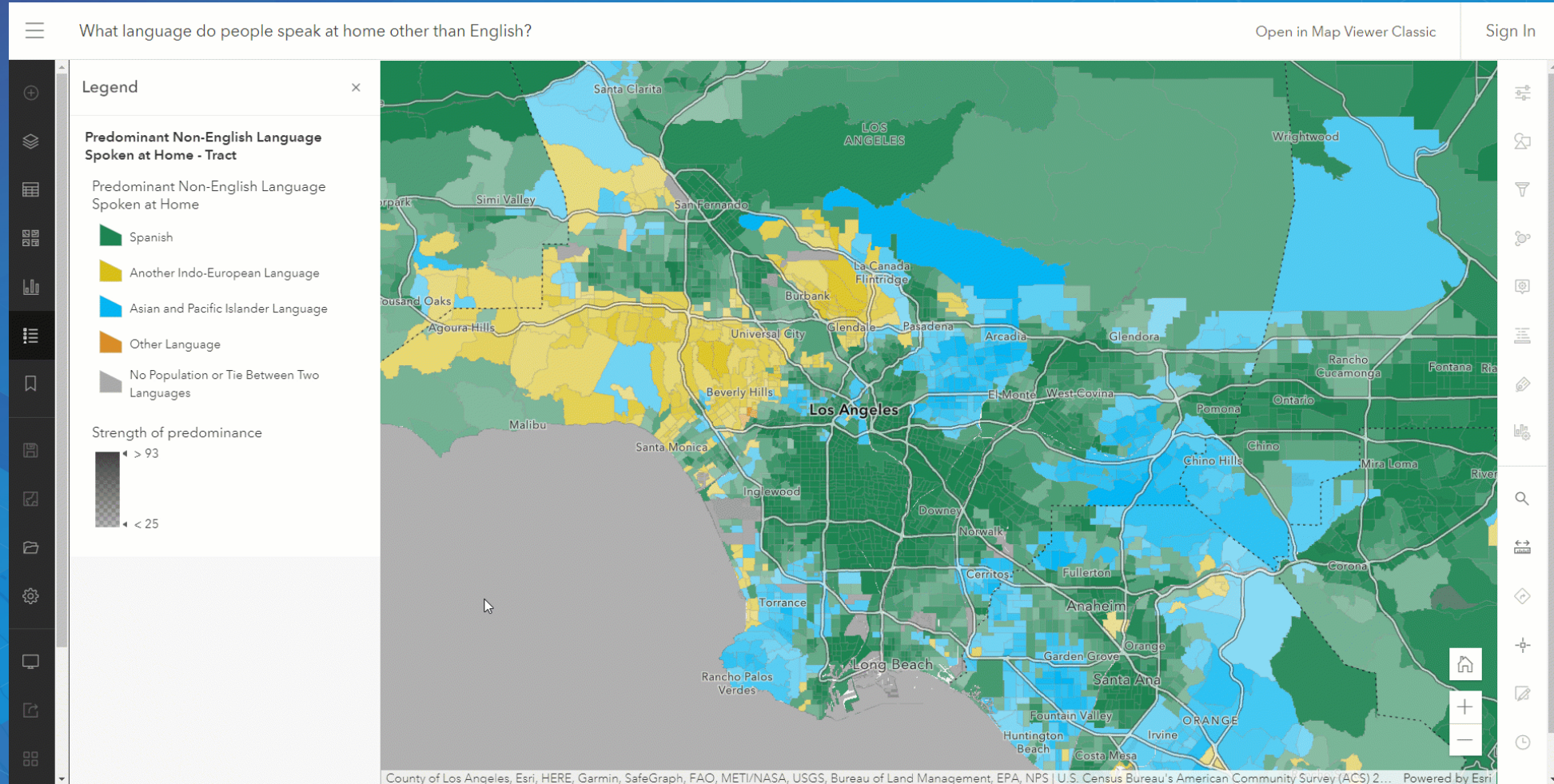
Color and Size Example

Renter households that are affected by severe housing costs



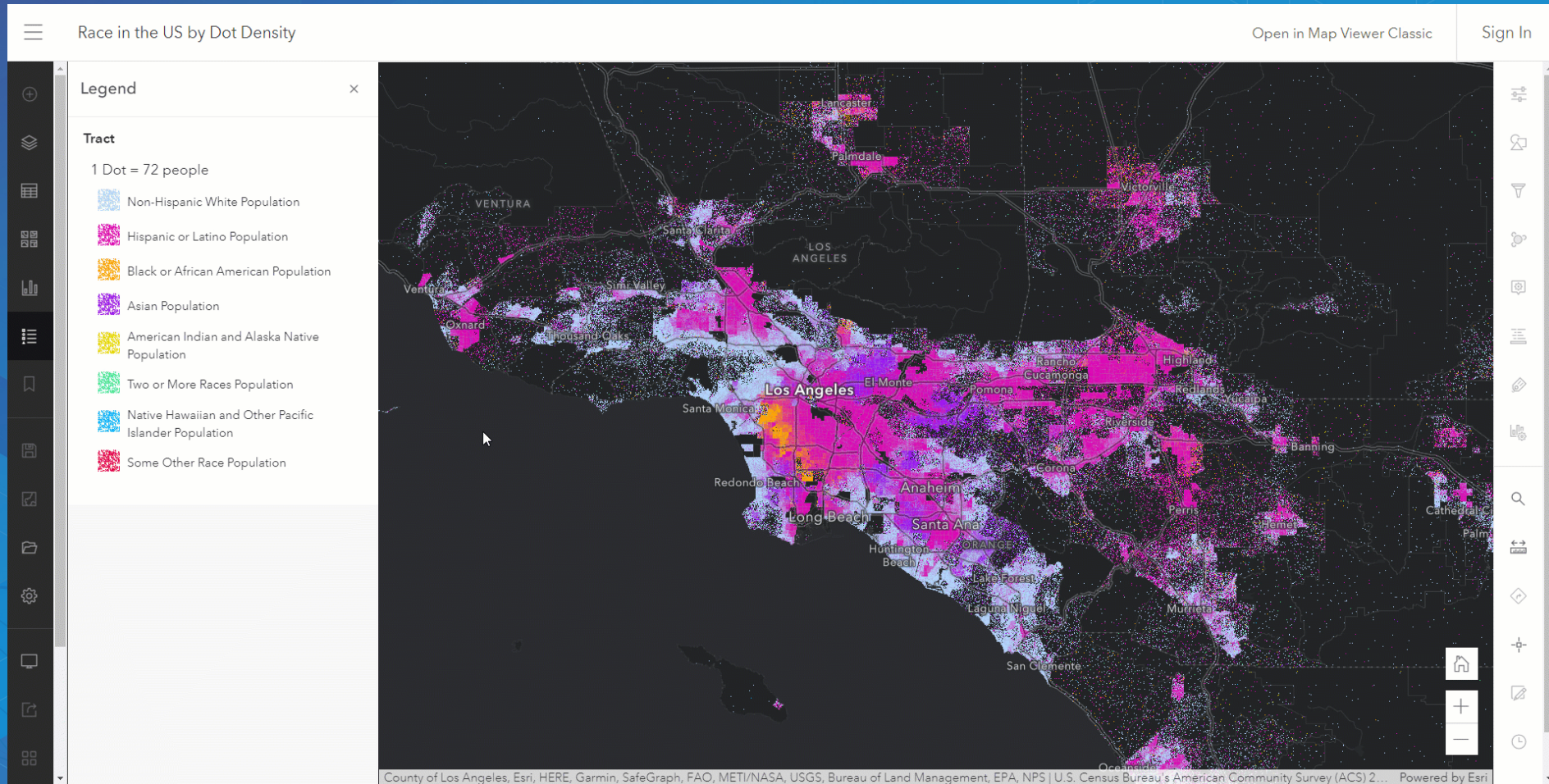
Predominant Example

What language do people speak at home other than English?



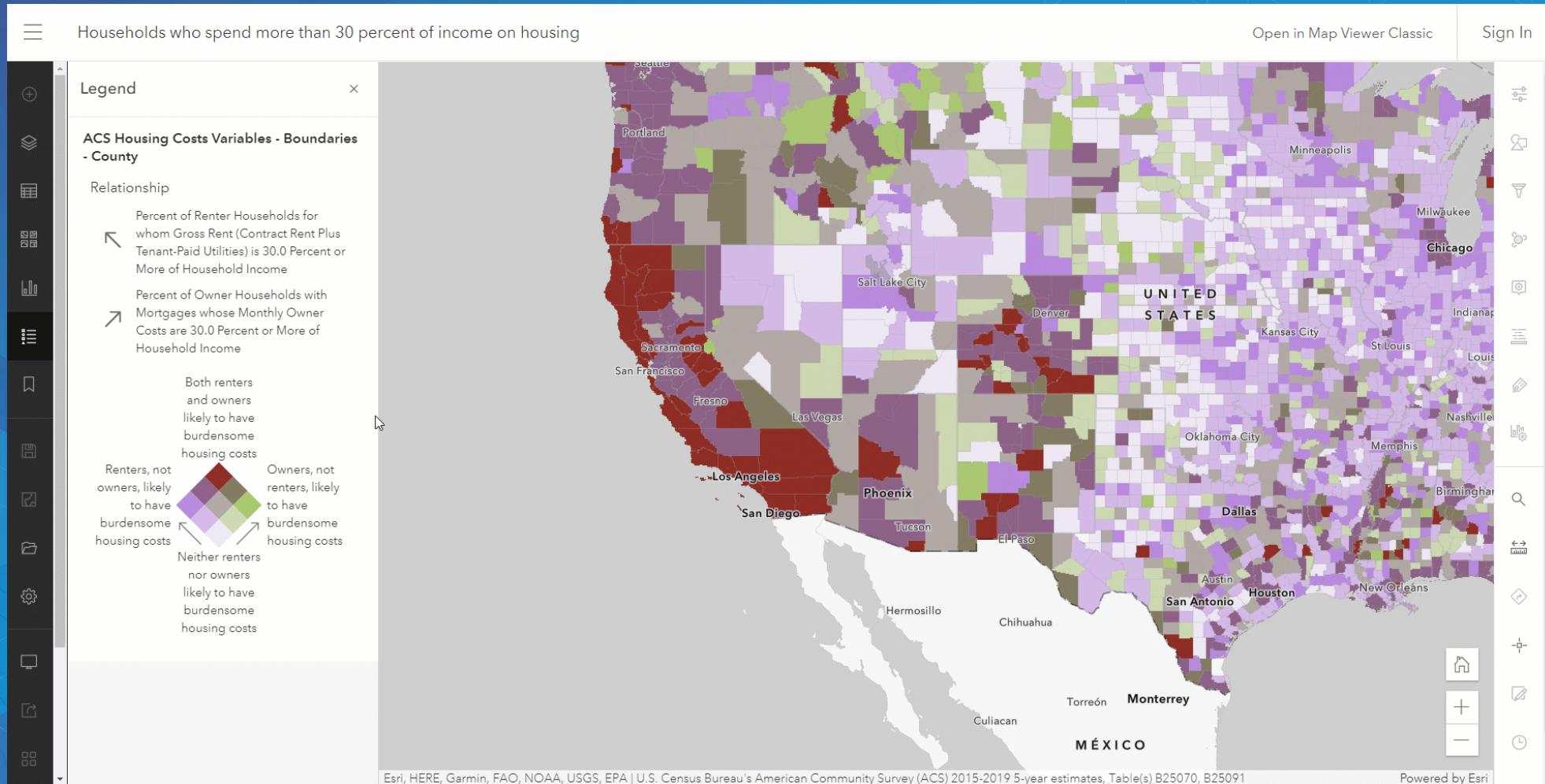
Dot Density Example

Race in the US by Dot Density



Relationship Example

Households who spend more than 30 percent of income on housing

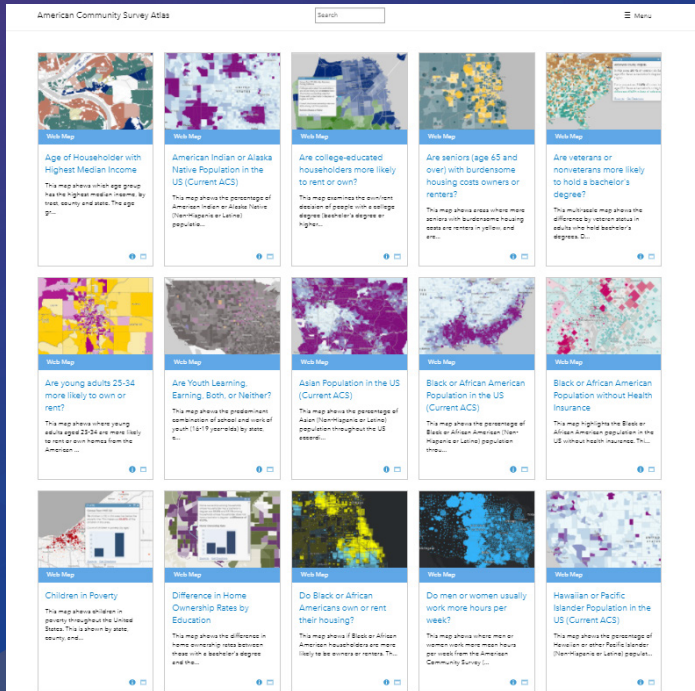


Resources



Resources: <https://esriurl.com/ChooseACSMapStyle>

ACS Examples



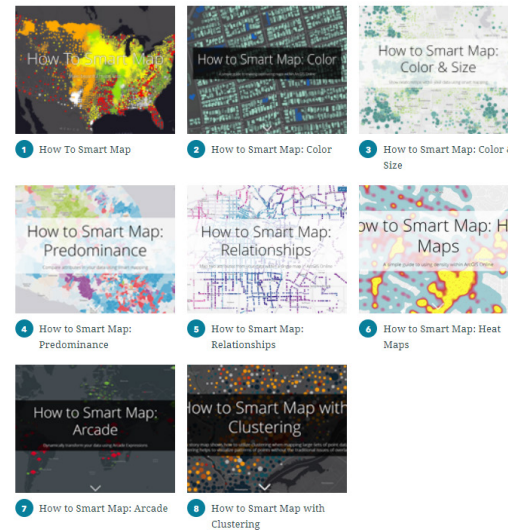
Smart mapping tutorials

COLLECTION

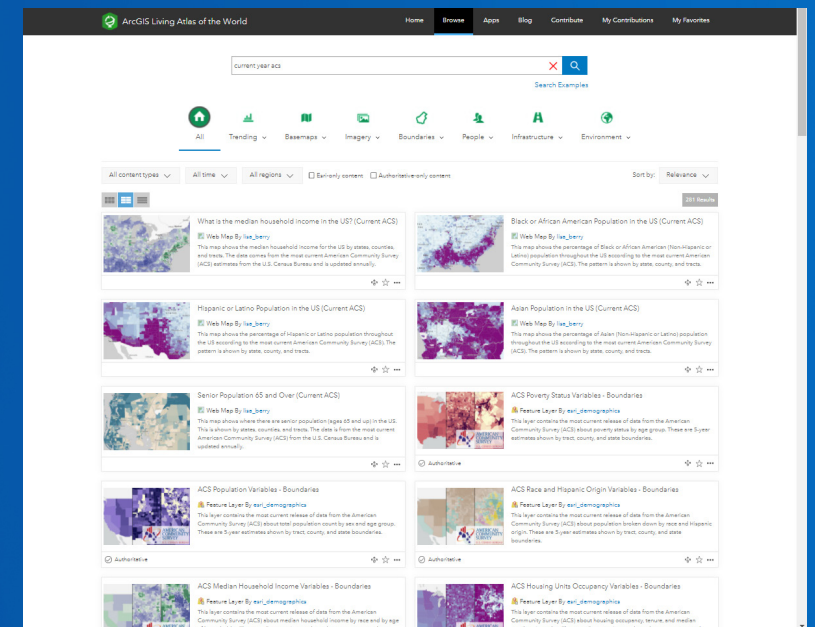
Smart Mapping Styles

This is a collection of Story Maps about how to use smart mapping styles. Smart mapping is designed to give people confidence and power to quickly make maps that are visually stunning and useful.

Get started



ACS layers within ArcGIS Living Atlas of the World



Questions?



esri

THE
SCIENCE
OF
WHERE

