Web Mapping For Conservation Organizations

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Planning for Success

• Want a great Web Map? You need:
  – A Plan
  – Cartographic Design Skills
  – Mapping Software Skills
  – Base Map Content
  – Your organization’s Checklist
Have High Expectations

• Expect “print map quality” in your browser
  – Cartography applies to all maps, not just printed maps
  – Design is the key
Important To Know

- Web Maps have a purpose and an audience
- Is your web map better and faster than paper?
- Web maps are simple, and often obviously easy to use
- There are many base maps – choose the right one.
Basic Web Mapping Patterns

• Traditional Mash-up
  – Draw your data on someone else’s base map

• What if your data are polygons?
  – Sandwich your data between terrain and reference content, i.e., make your own “hybrid”
Know Where to Get Help

• Not a cartographer?
• Not well versed with ArcMap’s mapping functionality?
• http://resources.esri.com
  – MappingCenter
  – Map Templates
  – Blogs
  – Find content and people that can help