

Making a meaningful map (Esri)

1. Do I know what my map's story is ?
2. Am I using the right map projection ? (not 'geographic')
3. Am I using data at the right level of generalization ?
4. Is my symbology clear ?
5. Do my symbols match my data ?
6. Have I used the right text symbols (lettering) ?
7. Does my map have 'figure-ground organization' ?
8. Does my map have good visual hierarchy ?
9. Do I need to add anything else to my map ?
10. Have I asked for a critique (e.g. in the lab) ?

<https://www.esri.com/news/arcuser/0911/making-a-map-meaningful.html>

Emily project tips - Base Maps: - Removing reference layers / text

No background layers with lettering and vectors: '10' placenames = your own

- The following are base maps without text or with separate reference layers that can be turned off:
 - "Imagery"
 - "Topographic"
 - "Light Gray Canvas" (turn off reference)
 - "Dark Gray Canvas" (turn off reference)
 - "Oceans" (turn off reference)
 - "National Geographic Style" (turn off "National Geographic Style" layer)
 - "Human Geography Map" (turn off "Human Geography Label")
 - "Human Geography Dark Map" (turn off "Human Geography Label")
 - "Firefly Imagery Hybrid" (turn off "Hybrid Reference Layer")