GEO 309 – Intro to GIS

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Topics

- Map Publication
  - Technical Reports
  - Publications
    - Maps
    - Graphics and Geovisualizations
  - Data
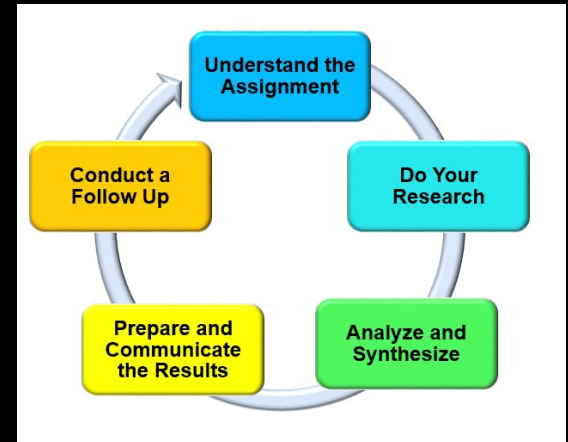- Feedback

Map Publication

- Technical writing
  - Pertinent information > Decision making
    - E-mails & Memos
    - Proposals & Requests
    - Progress & technical reports
    - Procedures, manuals & regulations

Map Publication

- Technical reports in GIS
  - Set the context for the map
  - Provide information that the map could not represent
  - Basic elements
    - Introduction (purpose and questions)
    - Data/Methods
    - Analysis/Results
    - Conclusion (summarize answers and additional concerns)
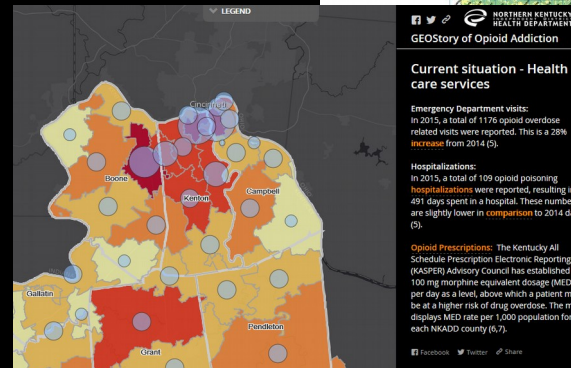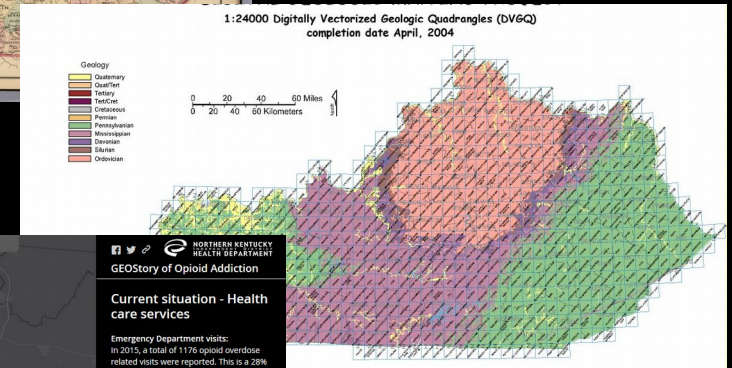   - References

Map Publication

- Technical reports in GIS
  - Graphics
    - Use tables and statistical charts if needed
    - Infographics help explain complex topics
    - Include maps
      - As figures
      - As appendix
  - Appendices
    - Additional/supplementary information

Map Publication

- Maps
  - Medium
    - Paper or poster
    - Fixed digital output
      - Portfolio?
      - Resolution?
      - Map elements?
    - Interactive
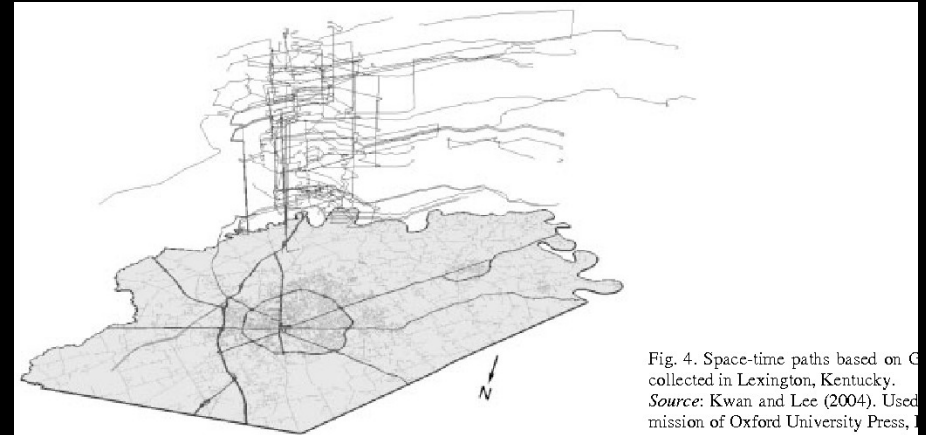   - Stand-alone?
      - Linked elements?

Map Publication

- Maps
  - To Internet or Not to Internet
  - Use and Privacy
    - Think about limits of audience reach
    - Where are you posting the map?
    - Where may others post the map?
      - Licensed?
      - Copyright?
      - Work-for-hire?

Map Publication

- Geovisualizations
  - Many of the same considerations of a "traditional map"
  - How much is too much?
    - Elements
    - Moving vs. Static
    - Text
  - What can be given more understanding…
    - Through interaction?

Fig. 4. Space-time paths based on G
collected in Lexington, Kentucky.
Source: Kwan and Lee (2004). Used
mission of Oxford University Press,
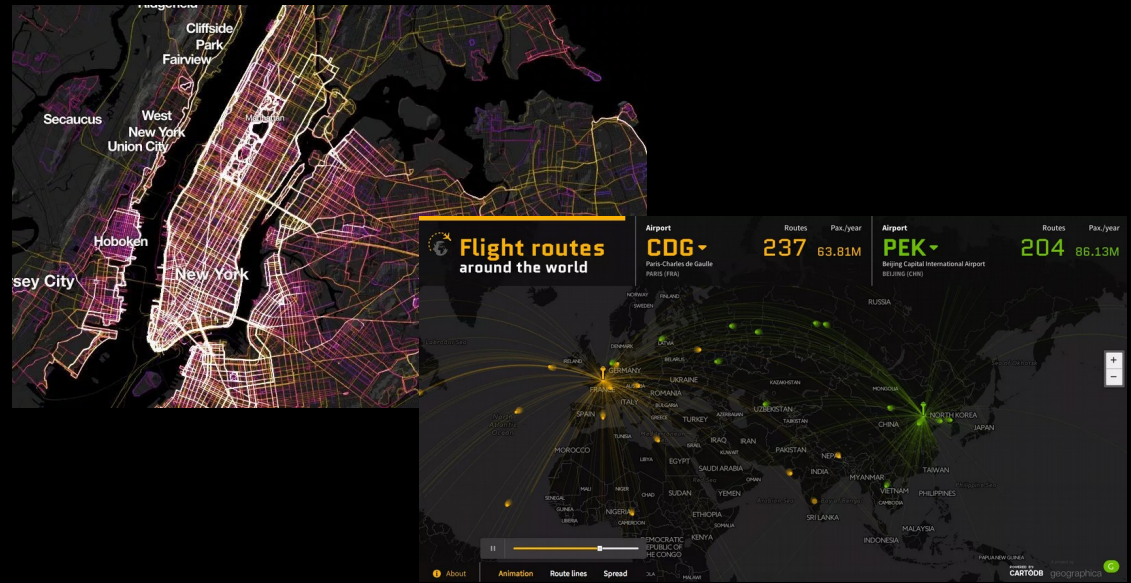
Map Publication

- Geovisualizations
  - Services
    - ArcGIS Online
    - CartoDB
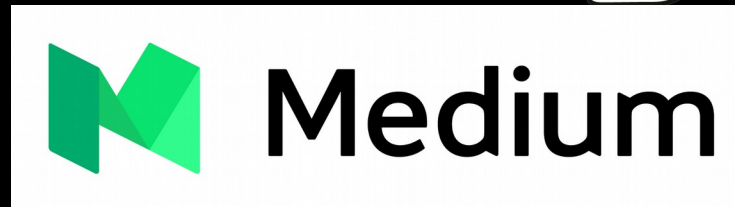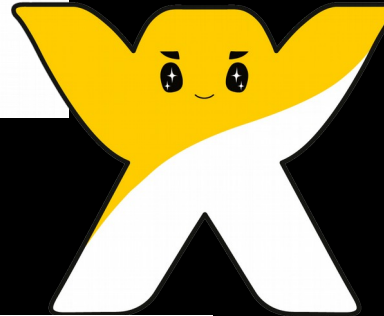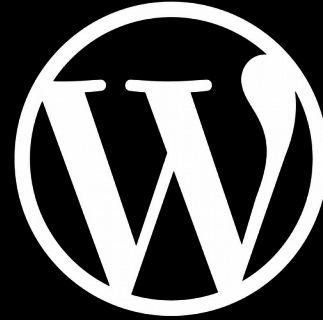   - MapBox
  - DIY Services
    - Geoserver/TileStache/OpenLayers, GeoNode, Mapzen
    - JavaScript Frameworks (Leaflet.js, MapBoxJS, D3.js)

Map Publication

- Hosting
  - GitHub
    - Store data and files
    - Host a static website
    - It's free
  - WordPress
  - Blogger
  - Medium
  - Squarespace
  - Wix
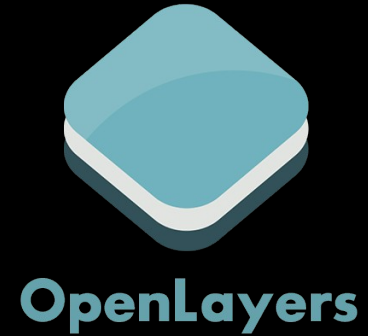 - Custom Domains

Map Publication

- Data
  - Export based on delivery
    - Flat files (JSON, KML, CSV)
    - Spatial files (SHP, SpatiaLite, GeoPackages)
      - GeoDatabases (ESRI)
    - Database (PostGIS, MongoDB, Lucene)
    - API (WFS, WMS, Tile Service, Styles)
      - ArcGIS Online
      - CartoDB
      - MapBox Studio
    - Metadata

Map Publication

- Data
  - Export based on delivery
    - Style export
      - QGIS and ArcGIS allow this
      - Flat files (YAML, XML)
      - Style service (OpenLayers, CartoDB, MapBox Studio)
  - Ask
    - Who will be using the data?
    - How are they going to use the data?

OpenLayers

Feedback

- Surveys
  - Long vs. short
    - Open vs. Direct, pertinent questions
    - In-person, paper, online
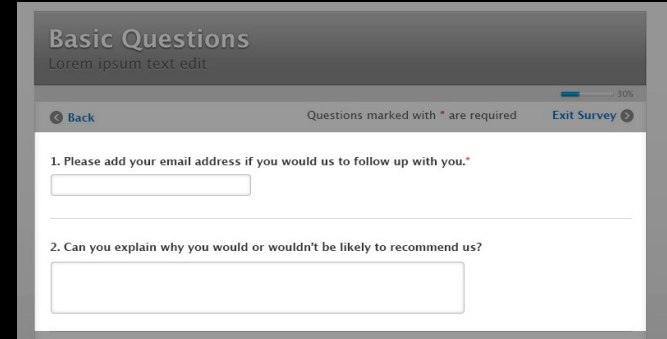 - Tools
    - Qualtrics
    - Google Forms
    - SurveyMonkey
    - Typeform

- Key points
  - Look for existing templates
  - Keep it simple
  - Test survey
  - No long lists
  - Not too many options
  - Understand how results will be analyzed
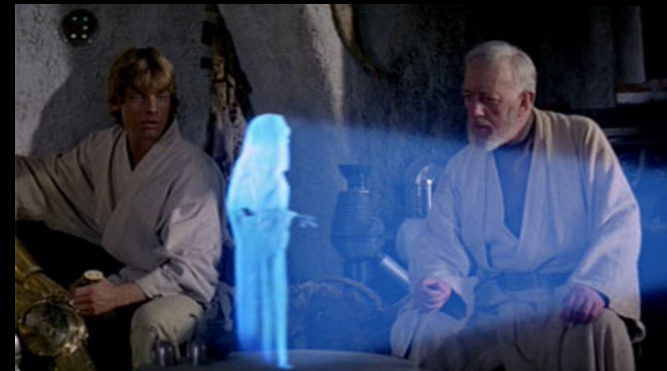 - Demographics last?

Feedback

- Open Feedback Boxes
  - Online feedback/suggestion
  - Limited written response
  - Limited number of questions

- Direct Contact
  - In-person, video, phone
  - Scheduling
  - Pacing & Active listening

Feedback

- Analytics
  - Online, passive observation
  - Automated results
  - Google Analytics, Optimizely, Adobe
- User Testing
  - Guided walk-through of map/visualization/UI
  - Let them take the lead
  - Ask key questions as you progress through key elements

Resources

- Technical Writing Assistance – UK
- Map Tips
- Portfolio Website Tips
- Data Best Practices for Web
- Mapbox
- ArcGIS Online