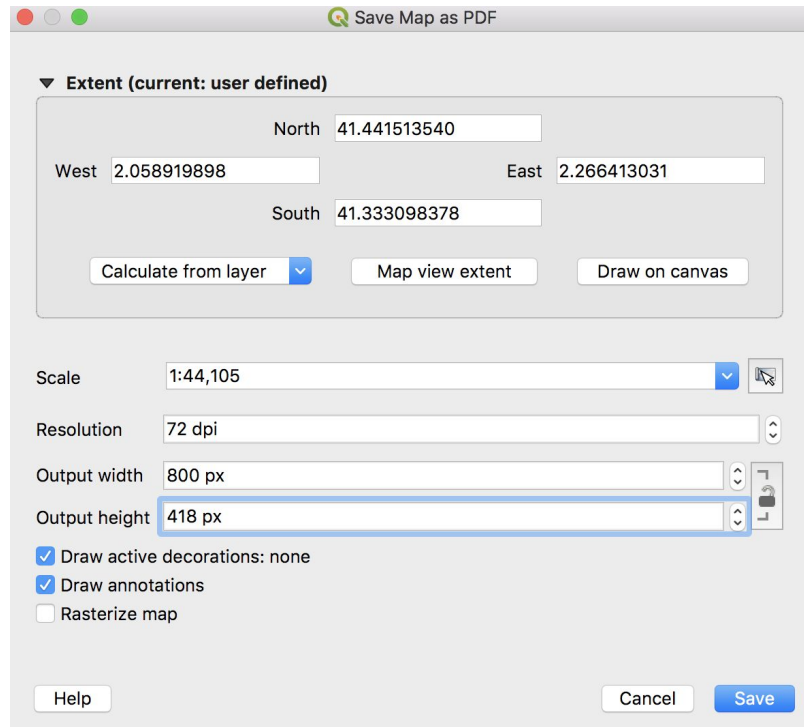


Geochicas Map Visual using [GIPHY](#)

The following outlines a step-by-step process for the development of the map visual used for our proposed Geochicas social media campaign.

Making Base Files for Gif

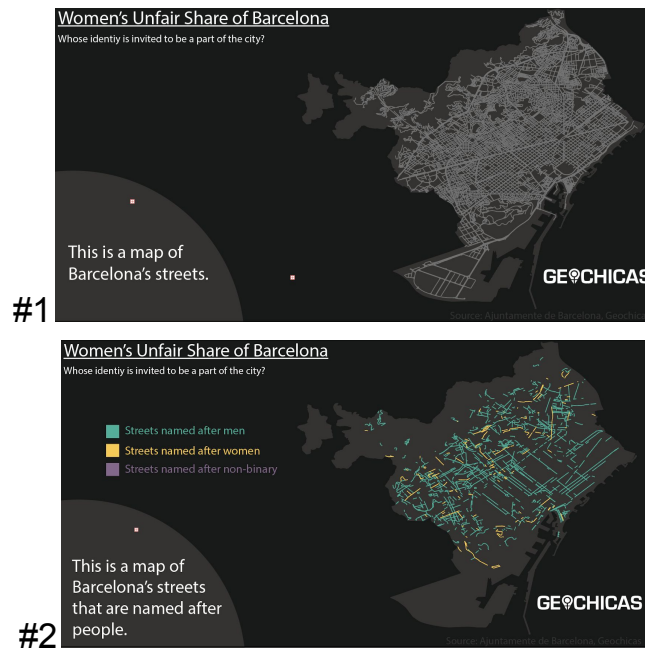
1. Select a city from Geochicas database.
2. Import Geojson files from Geochicas GitHub to QGgis.
3. Ensure that you have the below layers on map.
 - a. All streets
 - b. Streets named after women
 - c. Streets named after men
 - d. Streets named after non-binary (if any)
 - e. Background outline of city
 - i. You will need to download a background shapefile of the city for this layer. It can be a shapefile of neighborhoods or districts. Within the layers properties use a single symbology and simple fill to create the background.
4. Designate correct colors to each layers of map.
 - a. All streets - #737373
 - b. Streets named after women- #ffcb3c
 - c. Streets named after men- #22b199
 - d. Streets named after non-binary- #87668e
 - e. Background outline of city- #343332
 - i. **You might need to duplicate the “all streets” map layer to create a background outline of the city layer.
5. Export this file as a PDF
 - a. Following the [Design Guidelines](#) to make this PDF match your artboard dimensions.
 - i. Output width: 800px
 - ii. Output height: 418px

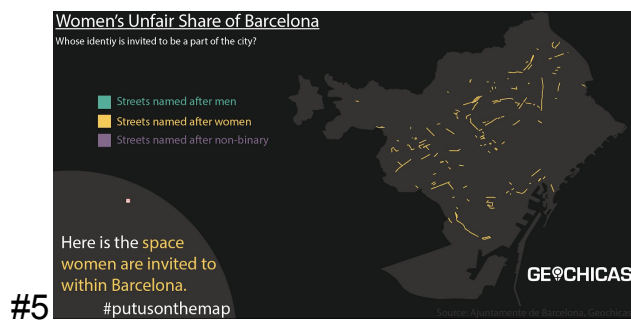
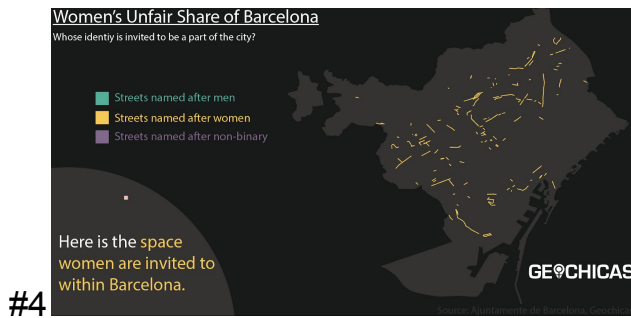
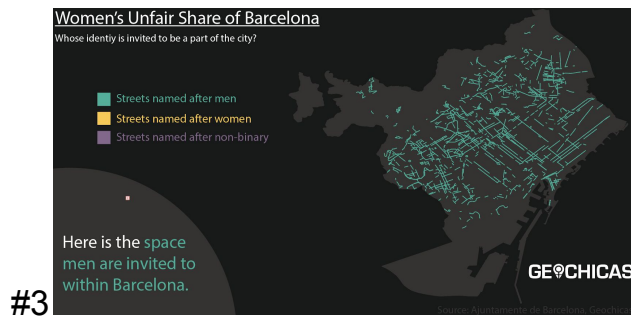


6. Open your pdf file in Adobe Illustrator.
7. Using the pointer tool select all of the map and size it to your artboard.
8. Begin the process to separate your map layers. Open “Layers” tool and create a new layer. Select the map background, place it on its own layer and title the layer. The following listed layers will be much more tedious to isolate but it is possible! Use the eye and lock features on the layer menu to help you get them each on their own layers.
 - a. Background
 - i. Some city background layers might require you to fill them in using the adobe illustrator paint blob brush. You want these layers to provide a background shape of the city that street layers can lay on top of in the visual.
 - b. All Streets
 - c. Men’s Streets
 - d. Women’s Streets

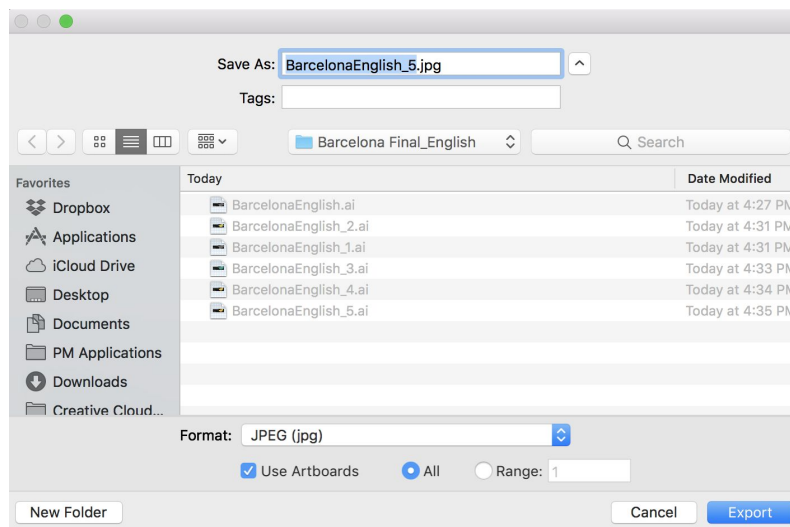
9. Once all the maps elements are on different layers begin designing your boards. The board should include the following, *all available for copy and paste from the provided base file*, but it can all be put in different layouts according to your liking.
 - a. Title
 - b. Tagline
 - c. Data Source
 - d. Geochicas logo
 - e. Legend
 - i. Will not be used on all the boards.
 - f. Spotlight circle
 - g. Spotlight text
10. You will create the below five separate illustrator files by changing the text and elements you include. You can use the eye features on the layer tool to hide none relevant layers.

Example Illustrator Files





11. Lastly, export each of the five illustrator files into their own separate jpeg files. When you are exporting the files make sure you turn on “use artboards.” You should end up with five different jpegs.



Use [GIPHY](#) to make your visual!

1. Go to www.giphy.com.
2. Make an account and click create!
3. Upload your jpegs.
4. Adjust the order you want them played and the time between them.
5. Finalize the gif and begin to use its link on twitter!