

# GIS notes

ESRI Mapping Center

## Best Practice Mapmaking

ESRI launched a new web site, called Mapping Center, to help users learn about cartographic concepts and best practices for mapmaking with ArcGIS.

The site is designed to provide quick answers to mapmaking problems. Site visitors will find information and sample maps displaying a wide variety of cartographic techniques and effects along with tips and instructions on how to reproduce the featured effects on their own maps.

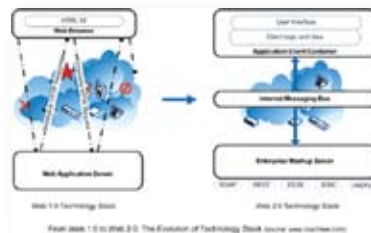
“Our goal is to encourage ArcGIS users to employ the same concepts when using geographic information system software that professional cartographers do when making maps,” says Dr. Aileen Buckley, a member of ESRI’s Mapping Center team that created the new site. “We want to help identify and support members of the growing community of GIS users making maps, and cartographers using GIS in their work, by offering instructions, providing links to other resources, and providing a forum for them to share information and ask questions related to mapping with GIS.”

Whether seeking help showing coastlines and boundaries on a thematic map, advice designing custom symbols and labels on a locator map, recommendations for using specific styles and fonts to create antique or historical-looking maps, or simply suggestions for choosing color ramps and tinting schemes, mapmakers at all levels of experience will find answers and assistance.

In addition to the sample maps section with associated descriptions of special cartographic effects, Mapping Center visitors will find other resources including:

- Blog—Offers the opportunity to read about and participate in the latest topics of conversation
- ArcGIS Resources—Features downloads you can use for creating your own cartographic effects
- Ask a Cartographer—Presents solutions to your particular mapping challenges
- Other Resources—Contains links to publications, conference presentations, and ESRI training courses as well as a special collection of Cartographers’ Favorites providing links to other cartography-related Web sites, forums, blogs, professional organizations, academic and scientific journals, and a list of suggested textbooks for further reading and research.

Written in a conversational tone and offering solution-driven help, Mapping Center is the place to go to find expert cartographic knowledge and unique solutions to today’s mapping challenges. For more information on ESRI’s Mapping Center Web site, visit [www.esri.com/mappingcenter](http://www.esri.com/mappingcenter).



## Rich Internet applications for distributed GIS

Massachusetts-based Universal Mind Inc. teams up with ESRI and Adobe to create a new generation of rich Internet applications (RIAs) in order to make geographic analysis and access easy and ubiquitous. Universal Mind’s

new solution, LaunchPad™, is a web application framework built using Adobe Flex software and delivered to a standard browser with the ubiquitous Adobe Flash® Player. LaunchPad™ provides a highly engaging “Web 2.0” user experience which facilitates more effective understanding and improved interactive analysis and visualization of data trends using both geographic and time-based context.

LaunchPad™ uses Adobe Flex 2 and Adobe LiveCycle® Data Services. It combines server or desktop data from ArcGIS geodatabases, public geographic information from ArcWeb Services and ArcGIS Online with virtually any data from enterprise and legacy sources or other publicly available repositories available on the Internet.

LaunchPad delivers the benefits of geographic analysis through cost effective, instantly deployable front-end capabilities to business professionals and government decision makers, both on the Web and through corporate networks.

“This effort was born out of a common view the three great companies have of the importance of sharing critical information using its geographic context and enabling geo-enhanced decision-making,” said Jack Dangermond, ESRI president, “and it is in line with ESRI’s strategic vision for bringing geographic analysis and data interpretation to any device, anywhere within the GeoWeb with unprecedented immediacy and ease of use.”