

# Making Better Maps with Esri: Cartographic Principles for the Information Age

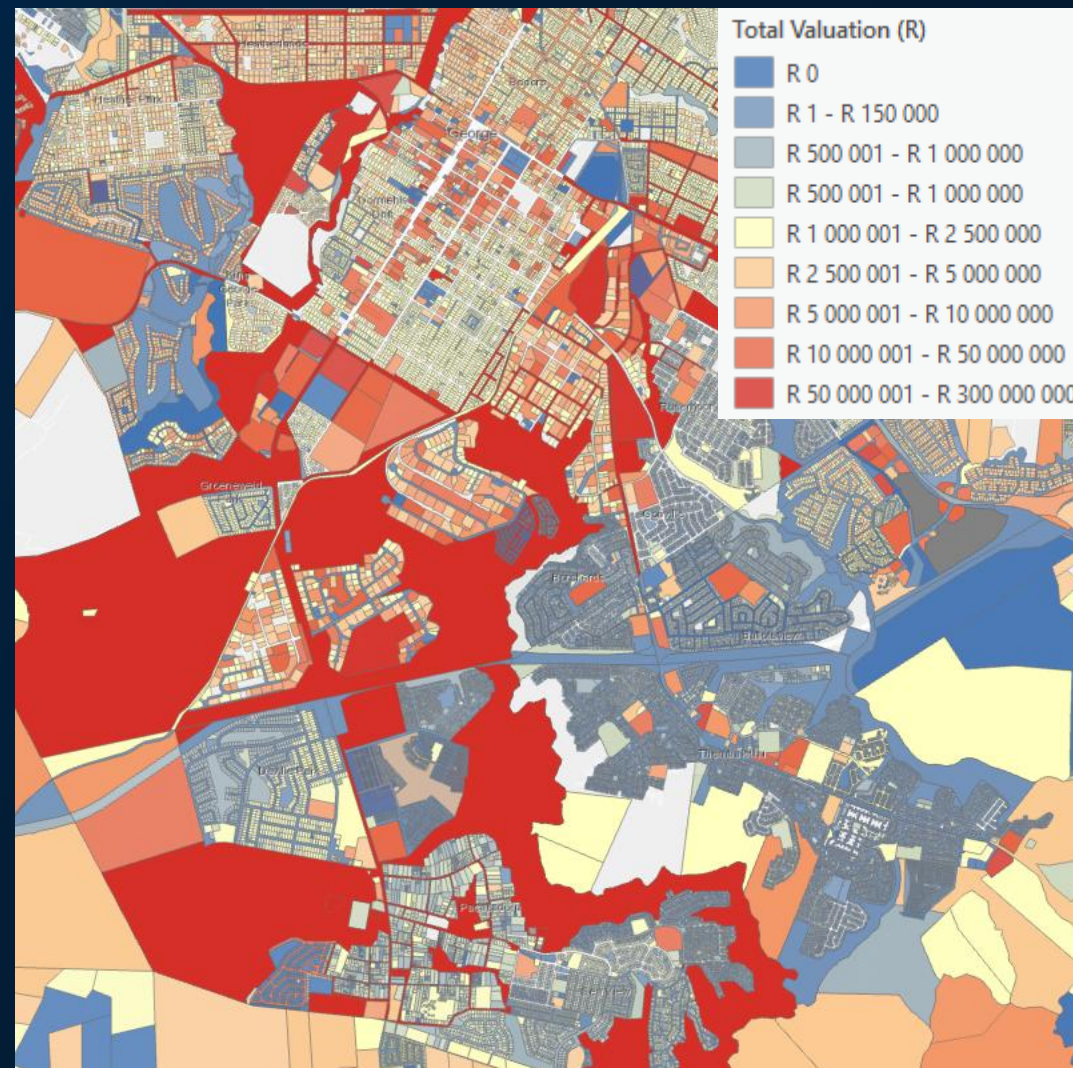
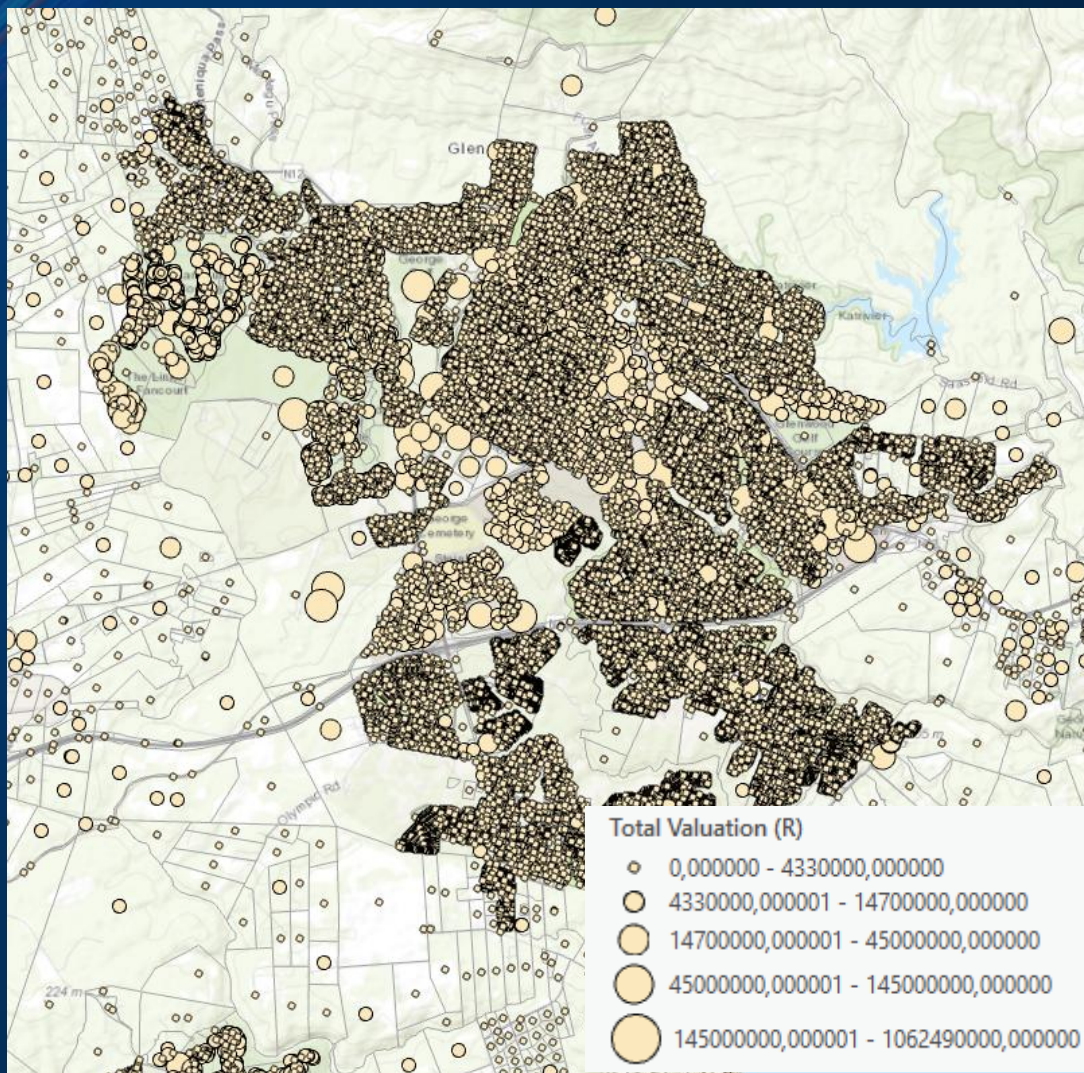
André Cloete



*SOUTHERN AFRICA ESRI USER CONFERENCE 2025*

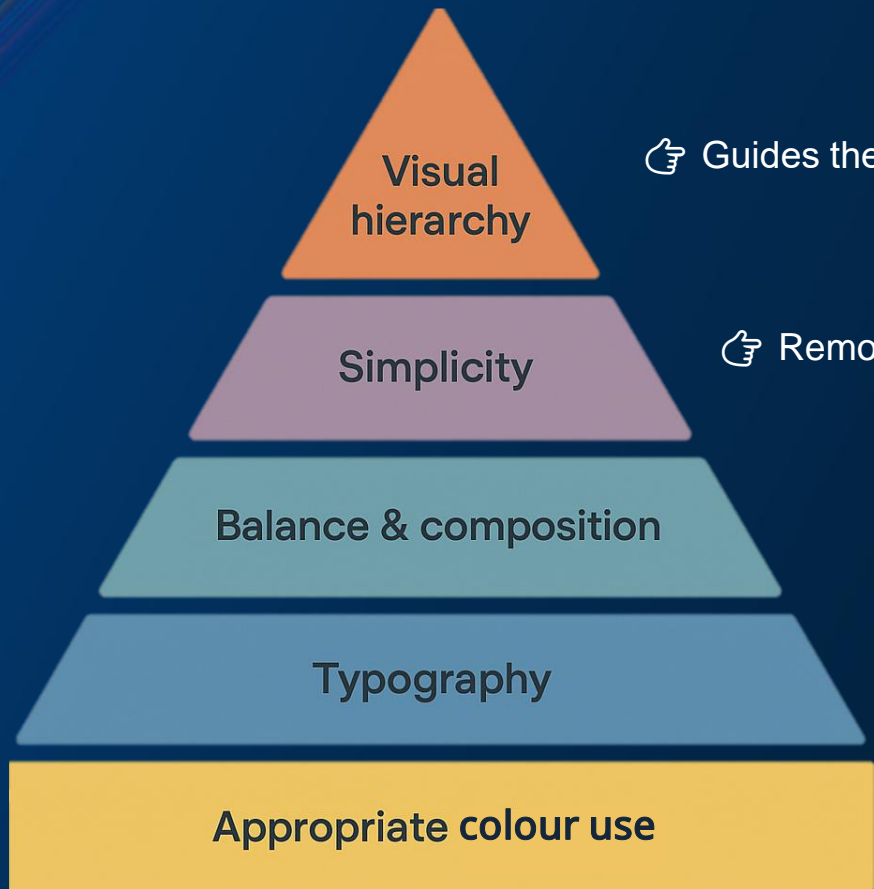


# Why Better Maps Matter





# The Timeless Principles of Cartography



☞ Guides the eye, shows what's most important on the map.

☞ Remove clutter — every symbol and label should serve a purpose.

☞ Align elements; create visual stability.

☞ Fonts should be legible, consistent, and styled to match map tone.

☞ Guides the eye, shows what's most important on the map.

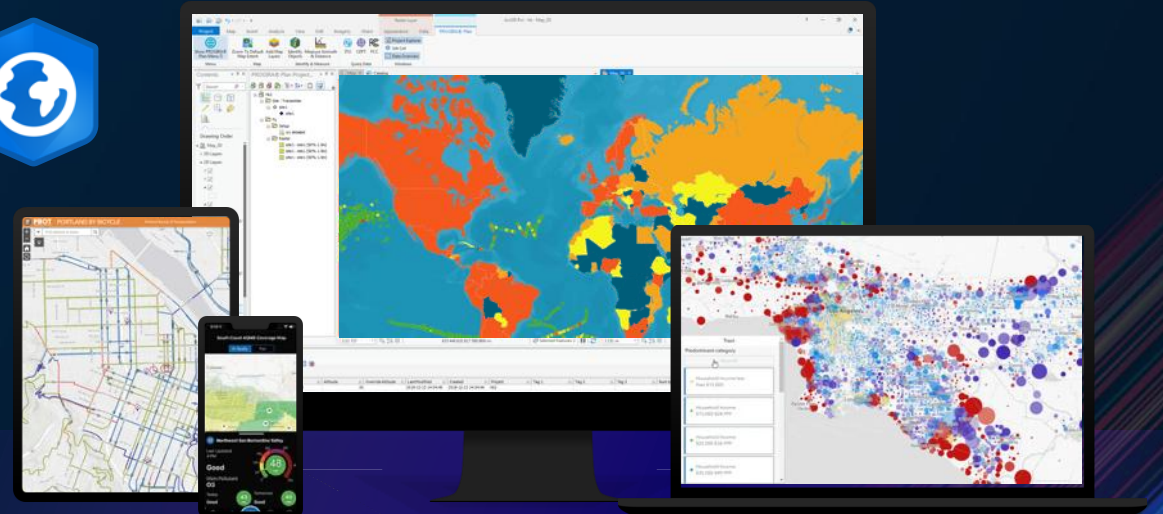
# Designing with Purpose

- Before you make any map, ask yourself these crucial questions:
  - What is the purpose of the map?
  - Who will read it?
  - What is the story in the data?
  - Where and how will you share the map

# Map Design in ArcGIS Pro

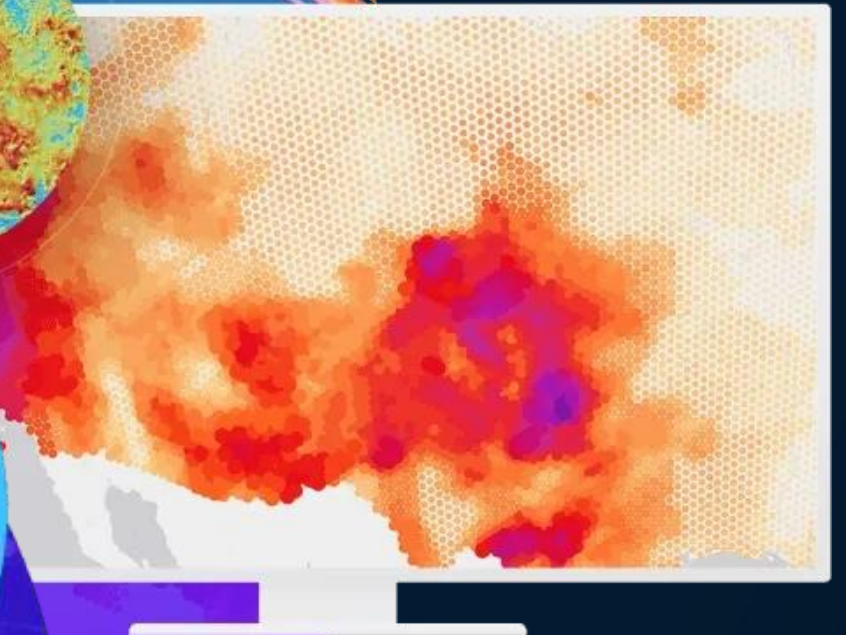
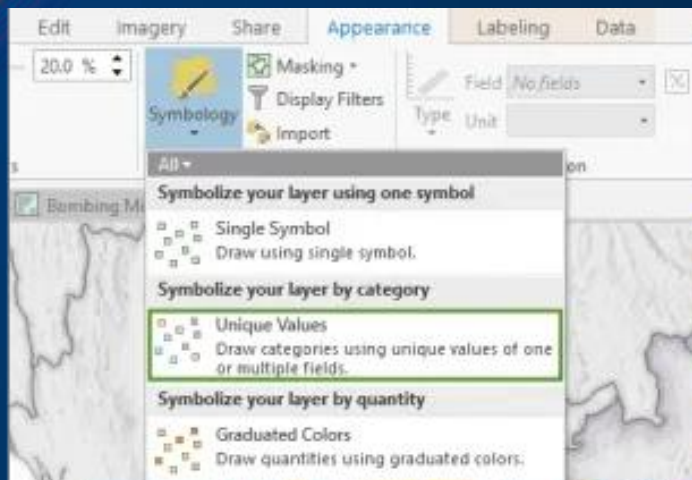
- Advanced symbology
- Blend modes
- Layout templates & map series
- Accessibility

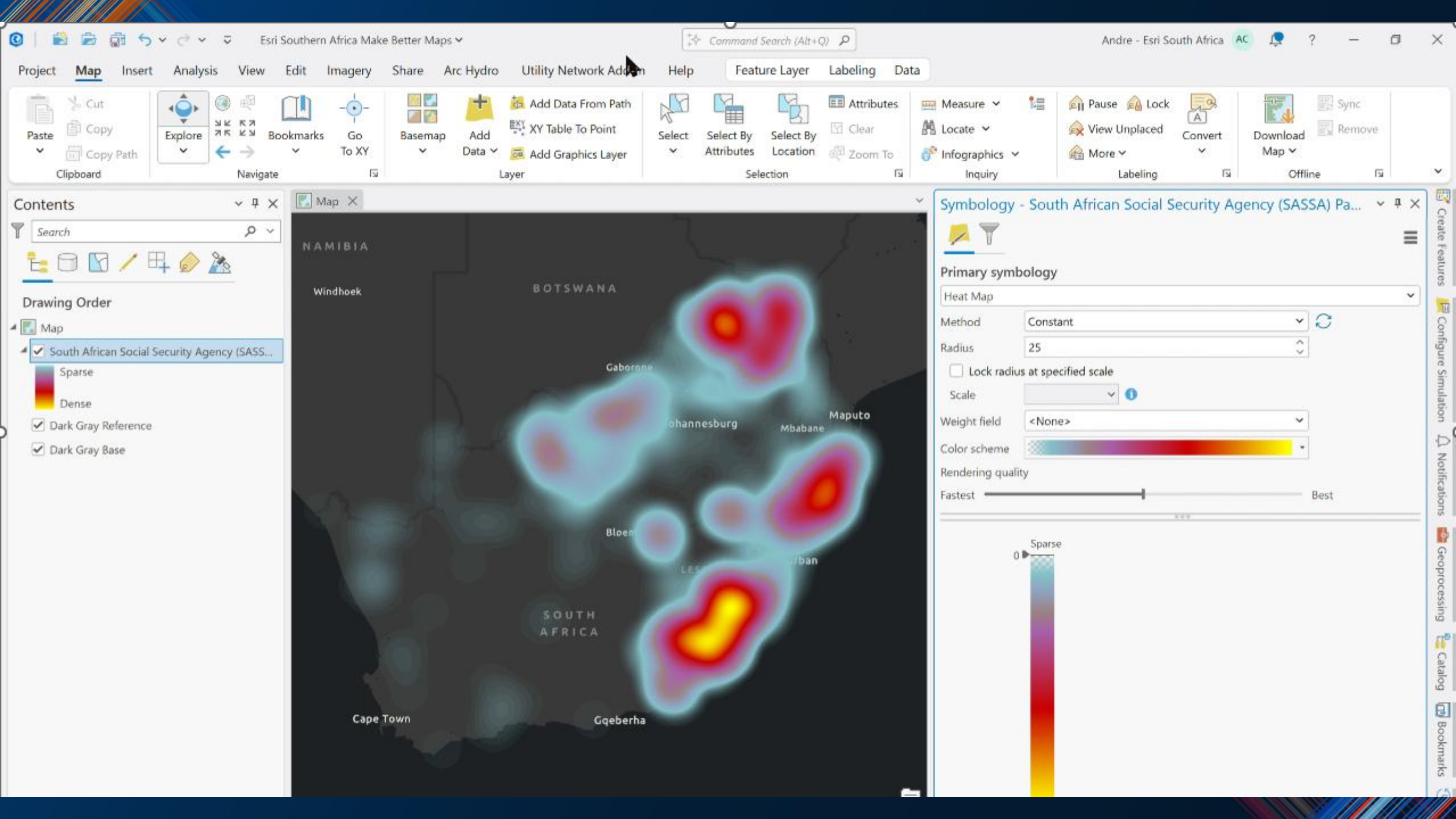
ArcGIS  
Pro



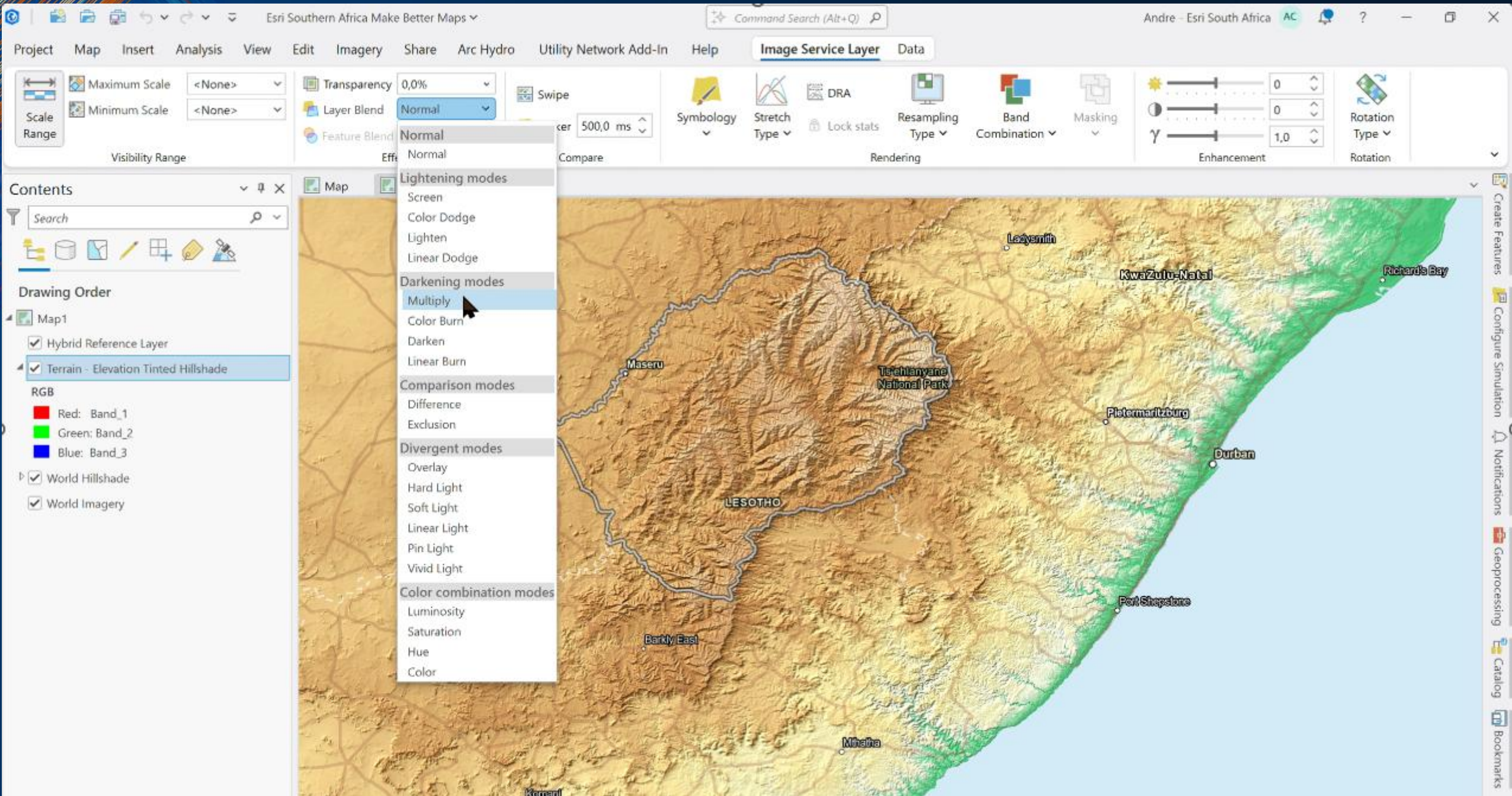


# Advanced Symbolology











New Map ▾New Presentation ▾Import Map ▾  
New Layout ▾New Notebook ▾Import Layout ▾  
New Report ▾Toolbox ▾Task ▾

Connections ▾Add Folder ▾New Investigation ▾

Point Map Notes ▾Line Map Notes ▾Polygon Map Notes ▾

New Link Chart ▾Distance and Direction ▾  
Link Analysis ▾Measurements ▾  
Styles ▾Add Item ▾

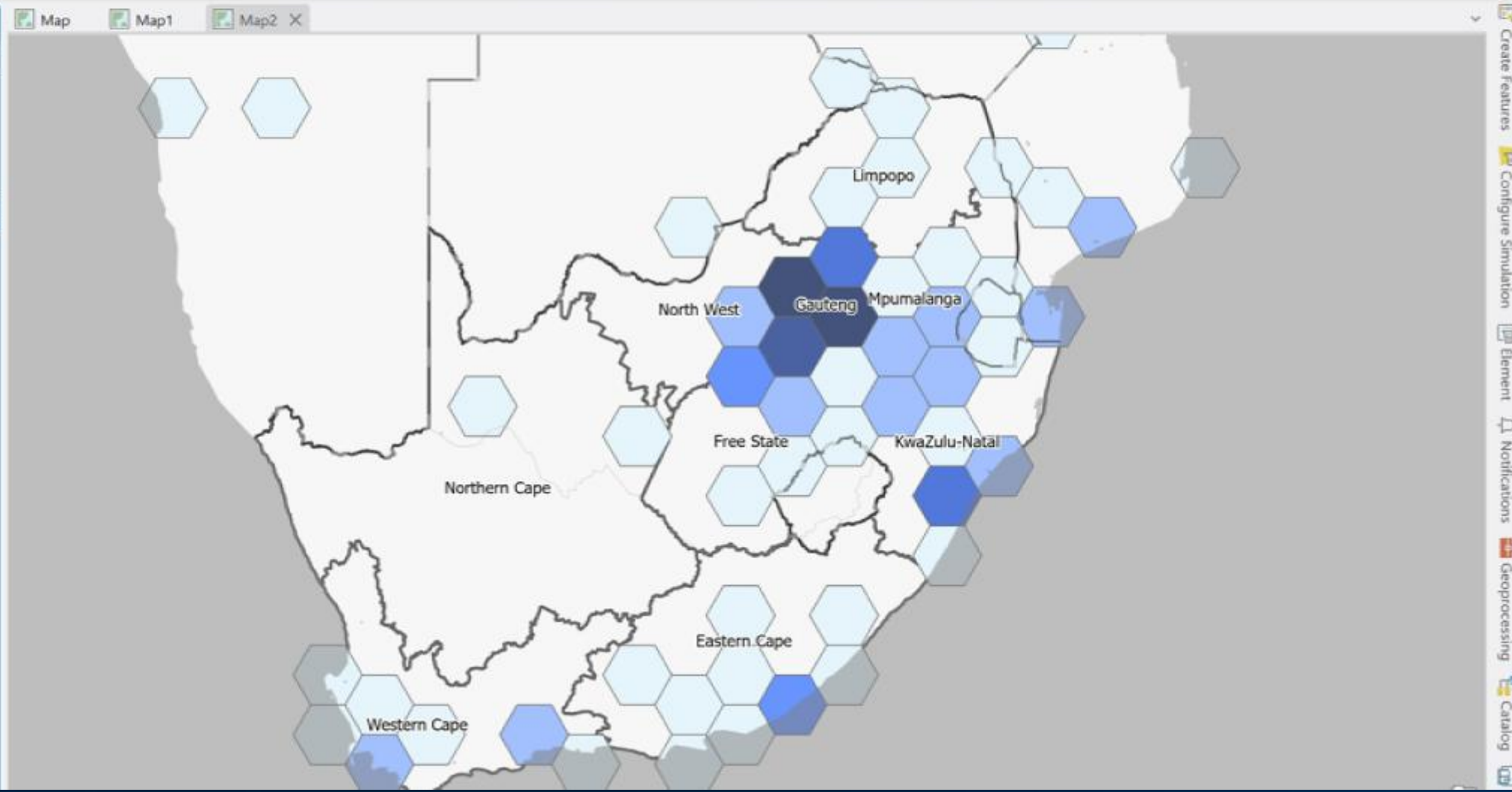
Contents

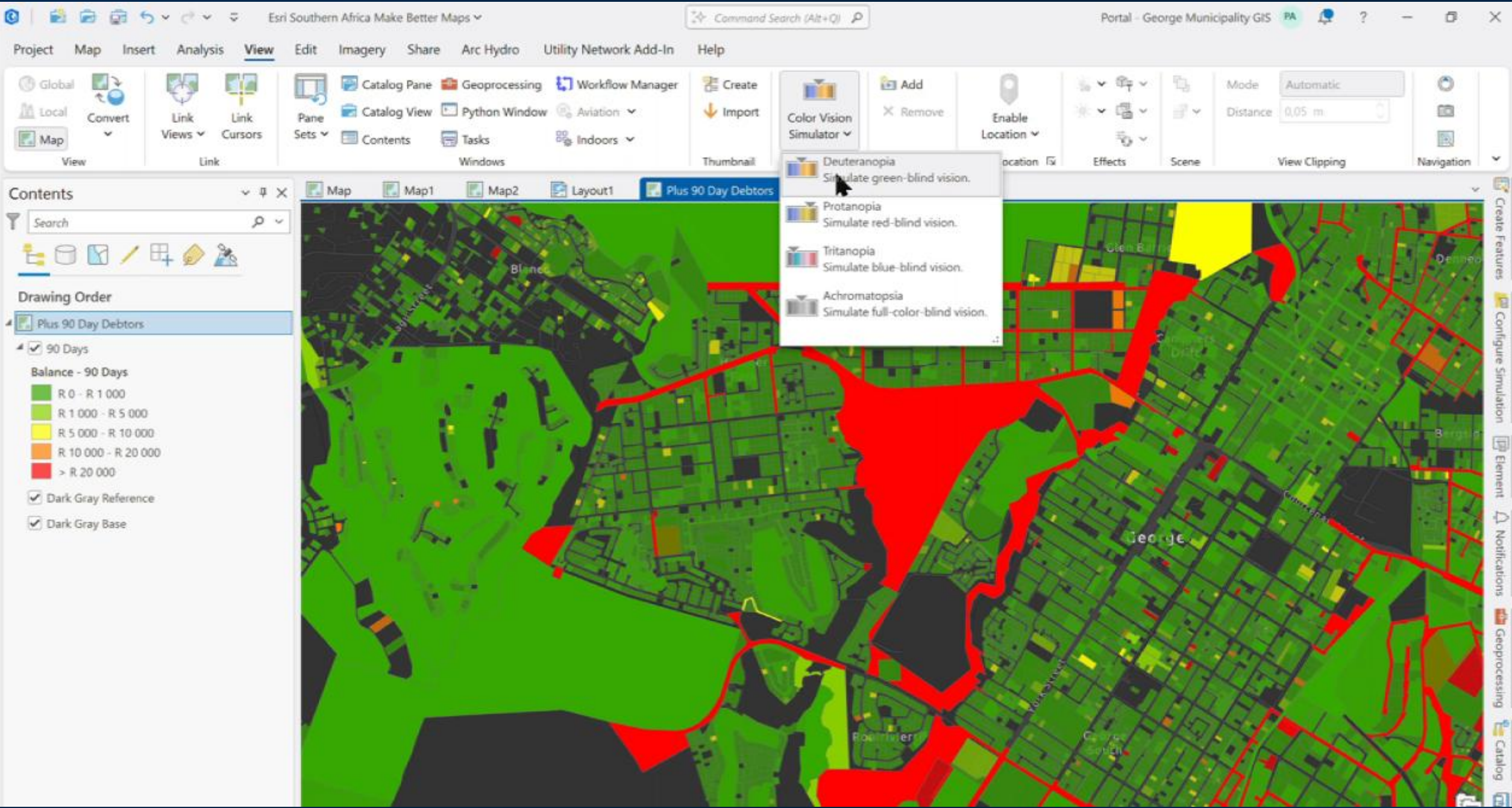
Search

Drawing Order

Map2

- ☒ Human Geography Detail
- ☒ Population
  - Features
    - Sparse
    - Dense
  - Bins
    - Point Count
      - 1
      - 6
- ☒ ZAF\_Province
  - ☐ Human Geography Label
  - ☒ Human Geography Base

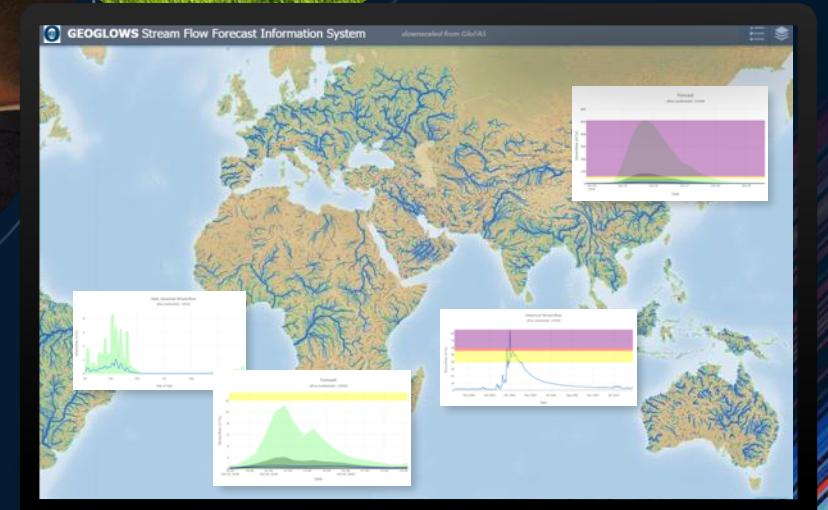
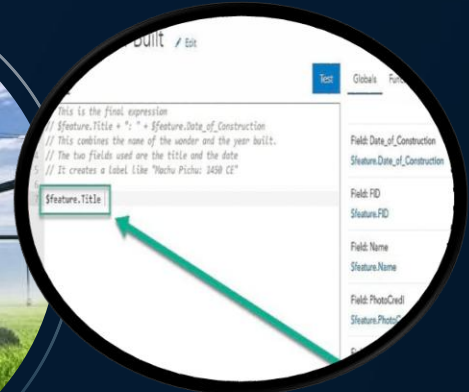






# Smart Cartography in Online Map Viewer

- Smart Mapping
- Effects
- Arcade labeling





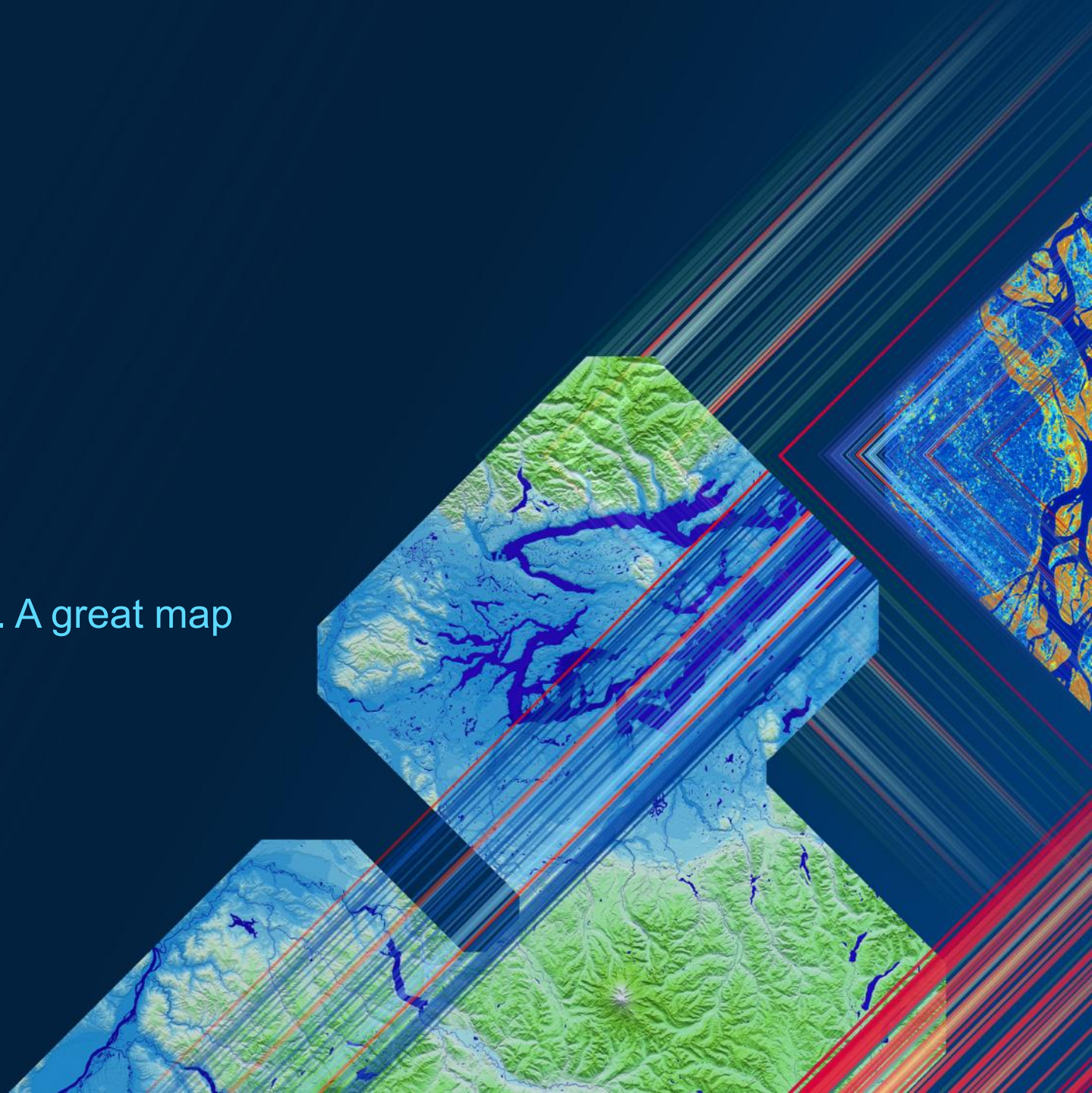






# The Art & Science of Cartography

“A good map tells you where things are. A great map tells you why they matter.”







**SOUTHERN AFRICA  
ESRI USER CONFERENCE  
2025**