



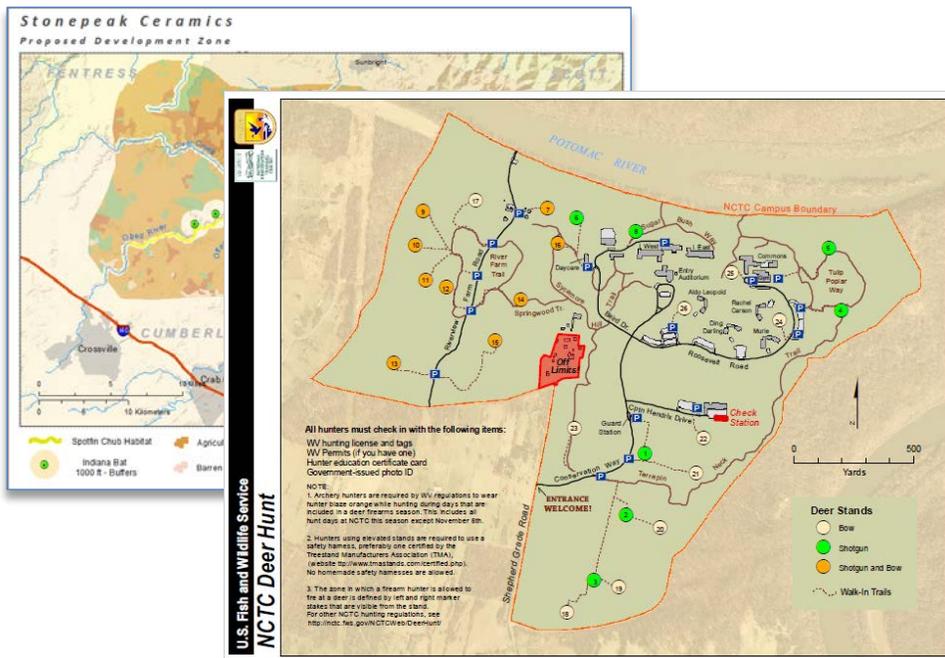
# National Conservation Training Center

## Training Announcement

### Creating Maps that Work - CSP7205

#### Description

Maps can be a concise and powerful means of communication. By learning a few fundamental design concepts you will create maps that communicate effectively and at the same time be visually pleasing. This intermediate course gives you an overview of key cartographic design principles, including; map elements, color, symbology, typography, organization, and composition. Each day you will apply your new-found knowledge by creating map projects using ArcGIS which will be constructively critiqued for improvement by the instructors and students. Daily map sessions will also include a review and demonstration of cartographic tools found within ArcMap.



#### Date

January 22 - 25, 2018

#### Location

NCTC, Shepherdstown, WV.

#### Prerequisites

Ability to create basic map compositions with ArcMap

#### Who Should Attend

Anyone who desires to communicate effectively through maps

#### Course Length

3.5 days

#### Tuition

Free for FWS, BLM and NPS employees. All others \$956.00

#### To Register

Search the DOI Learn catalog for **CSP7205**. Note, enrollment will be limited to **12** students.

#### Course Contact

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### Objectives

Upon completion of this course, you will be able to:

- ✓ Identify what makes an effective map
- ✓ Identify the best map type/design for your project
- ✓ Apply key cartographic design principles to create maps
- ✓ Implement tools and techniques using ArcMap/Layout
- ✓ Improve your map compositions through constructive feedback
- ✓ Use ArcGIS Online to share maps and create Story Maps

*“I learned to create well balanced maps for my customers. They love the color and contrast. They appreciate the quality of the maps and how the maps meet their needs and presentations”.*

*“ Better maps, right out of the gate”.*

*“I am producing maps on a daily basis at work, and now I have the ideas and opinions of about 8 more people (2 instructors and 6 classmates) running around in my head -- this is a good thing!”*