

GIS Quick Tips

Presented by CDC's Division of Heart Disease and Stroke Prevention GIS Exchange

For more information visit the GIS Exchange website:

<https://www.cdc.gov/dhdsp/maps/gisx/index.html>

Adding Contextual Clues

- In a map where the scale is not familiar to the audience (census blocks, tracts) it is useful to add landmarks such as streets or parks. This will help your audience find their 'place' relative to the map data.
- Using a basemap can also provide context for your mapped data. Basemaps may show important geographic and cultural features that can affect the distribution of your data and also help your audience find their 'place' relative to the map data. However, since this is background information, the basemap layer should be de-emphasized by increasing its transparency. Add transparency to your basemap using the 'effects' toolbar in ArcMap.

