

## **Intro to Mapping and GIS: Module 4, part 6 Next steps for learning how to get maps online**

Hey, this is module 4 part 6. So now you know how to make maps. In this video I'm going to talk about how to get those maps published on to the internet. I'm not focused on print here because well it's 2018 and the way we print graphics in newspapers and magazines hasn't changed much in the last few years, the way we get maps onto the internet has changed.

We really need to really meet readers where they are. At the Texas Tribune two-thirds of our readers visit us from mobile devices. So we make sure all of our content is responsive and legible for readers in this space including apps. Generally, we're also following the rule that a well-designed digital graphic should provide key information in a clear and elegant manner with minimum effort required by the user.

That means we're doing a lot less interactivity than we did a few years ago. How we choose to publish maps online depends on a lot of factors. Deadline, intended audience, what the stories trying to tell, there's one tool in particular that bridges the gap between print and web and speeds up this process for us. It's AI to HTML.

AI to HTML is a free and open source tool developed by the New York Times and it's as close as you can get to what you see is what you get for web design and it also allows you to easily make responsive versions of graphics so the reader sees something that fits onto her tiny screen. Here's what that ice detention facilities graphic looked like on my screen in Adobe Illustrator.

The workflow is relatively simple compared to coding graphic. You can create your map in QGIS export it to a PDF open it in Adobe Illustrator, clean up the styles, and publish it online very quickly. I use this to all the time and I highly recommend it. If you need to do something a bit more complex or make an interactive map online you need to learn how to write some code.

JavaScript is the coding language that controls interaction on the web and it's a great place to start. Chris has provided a great beginning JavaScript tutorial in our readings this week and I also highly recommend the free ebook eloquent JavaScript.

Chris' Javascript tutorial leads into a tutorial for leaflet, which is a free tool for making interactive maps online. Leaflet makes highly interactive slippy map similar to the Google Maps interface. With these maps users expect to be able to click, pan, zoom and search. You can customize these maps with code, choose different backgrounds or add your own layers of data.

Other tools like matte box allow you to create your own background tiles for your maps. The Washington Post use matte box to make custom tiles for their segregation maps. One question you need to ask is does your reader need to be able to do all these things to get a story from your map? It's possible that your dot map doesn't need to be interactive and can just provide

context or let readers discover the story themselves, like this piece from site in Germany where the dots animate into bars in the intro and then the colors are reused for polls throughout the piece that check on whether your prejudices are true. It's a really brilliant set up.

Another option for drawing maps online is D3 a JavaScript library that allows you to add data to SVG's or scalable vector graphics. It uses GeoJSON files which are easy to make in QGIS. It's great for drawing crazy or custom shapes. Most of the cardigan examples I showed you this week were developed with D3 to some extent.

So this is all I have for you. Chris and I included a long list of mapping resources that we love and find useful in our everyday jobs and are in the readings this week, so check those out. If there's any specific mapping projects you want advice about or maps you see online that you're curious about how they were made, please ask us in the group discussion forum this week, and we can talk to you about how to find those answers. Thank you for joining the class. It was great having you.