Cool Stuff with ArcGIS Online!

URL: http://www.arcgis.com/home/

= Maps for Everyone!

Here you can create maps that can be viewed in a browser, ArcGIS Desktop, or on mobile devices. You can share your map via Email, on a blog, or embed it in a website.

Three ways to access ArcGIS Online

1. Create an ESRI Global Account at https://webaccounts.esri.com/cas/index.cfm and then register the account for ArcGIS Online at https://www.arcgis.com/home/signin.html
2. Create a Personal Account here: https://www.arcgis.com/home/signin.html
3. Use without an account at http://www.arcgis.com/home/index.html (you need an account to save and share maps).

Two great ways to use ArcGIS Online

- Use the simple and effective map viewer at http://www.arcgis.com/home/webmap/viewer.html
- Use the more sophisticated ArcGIS Explorer Online: http://explorer.arcgis.com/ (requires Microsoft Silverlight = does not run on iOS).

Great Resources

- Video Tutorials: http://help.arcgis.com/en/arcgisonline/help/index.html#/Videos/010q00000003000000/
- Help and Support: http://help.arcgis.com/en/arcgisonline/help/index.html#/Overview/010q00000002000000/
- More resources and tutorials: http://www.westfield.ma.edu/cbraun/resources/gis-resources/

2) Using ArcGIS Explorer Online

ArcGIS Explorer Online is great: you can select different base maps (satellite images, topographic maps, street maps, etc.) and measure length and areas of features. Google Earth can only measure length!

Simple Question: What's the size of Mod Hall in square feet?

1. Goto http://explorer.arcgis.com/.

2. Select New Map and choose Bing Maps Aerial as your base map.

3. Zoom-into Mod Hall on the WSU campus.

4. Use the measurement tool to measure the size of Mod Hall and record your answer below.

Mod Hall = _____ square feet

Second Question: Approximately much impervious surface is created by the main runway at Barnes Airport in Westfield (MA)?

Runway = _____ square feet

Third Question: What is the square footage of the Walmart in Westfield on Route 20?

Walmart = _____ square feet

Fourth Question: What is the approximate area of the famous Oxbow Lake just south of Northampton (MA)?

Oxbow = _____ acres

Tip: Clear your measurements after each measurement!

3) Making and Sharing a Map with ArcGIS Online

The basic process is easy: you decide on your area, pick a base map, add your own content, and save and share your map in a variety of ways.

- Goto http://www.arcgis.com/home/ and click-on Make a Map.

- Sign In (upper right corner).

Note the mapping instruction on the left side!

1. Choose your area (search, zoom, and pan), for example the Westfield State University campus.

2. Choose your Basemap,   for example Bing Maps Aerial.

3. Create an editable   layer and draw features on your map. Choose an appropriate name and   template for your layer. Stick with the Map Notes template for starters!

You can add point features, line features, and polygon features. Include a title and description, change the symbol as needed, and include links to an image, video, or web site if desired.

4. Save your map – give it a reasonable title, add useful tags, and a quick description.

The rest is all practice and experience, so go ahead and explore!

3.1) Sharing Your Map

There are three ways to share your ArcGIS Online map with the rest of the world:

1. As a link you include in an Email, on Facebook, Twitter, or on a blog.
2. As HTML code that you can copy/paste into a blog or website.
3. As a stand-alone website.

<mark>Critical!</mark>
<mark>To share your map – you need to make it public by checking the box next to Everyone (public).</mark>

3.2) Adding Content to Pop-Ups

Text!
Good text in your pop-ups is critical – even on a web map.
Use bulleted or numbered lists or short sentences.

For More Information!
Include a web link in the Description Box for people to get more in-depth information about the campus buildings. You may need to create this website or blog yourself!

Embed a Photograph
Copy the correct URL into the Image URL box.

Link a Website to the Photograph
Copy the website URL into the Image Link URL box.

Videos cannot be directly embedded into pop-up windows at this point. The best strategy for including videos is as a hyperlink to the video; this link could be associated with an image in the pop-up window content.

Linking a YouTube Video
For example: http://www.youtube.com/watch?v=HeMP3BAGUjE
    1. Click Share button
    2. This gives you a link to copy and paste into your description box as a web link.

Linking a Vimeo Video
For example: http://vimeo.com/42774248
    • Simply copy/paste the video URL into your description box as a web link.

It's easy to link / embed content such as photographs or videos.
The main concern: who 'owns' the content and how is it stored?

If you link / embed content that's stored somewhere in the Cloud by someone else on some server somewhere…you have no control, the content could disappear, and your links and embeds are broken.

    ⇨ It is best to use your own online photo album and upload your own videos to your own Youtube or Vimeo album.