

# MAPublisher® 8

for Adobe® Illustrator®

***When Map Quality Matters®***



## **Quick Start Guide**

# Avenza® MAPublisher® 8 Quick Start Guide

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MAPublisher 8 for Adobe® Illustrator® Quick Start Guide for Windows® and Macintosh®.

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# Welcome

Avenza welcomes you to mapmaking in the 21st century!

Combined with Adobe Illustrator, MAPublisher has revolutionized the art of mapmaking by allowing spatial data files to be used to create maps inside a vector graphics program. MAPublisher allows all your cartographic tasks to be performed where they should be done; in a powerful graphics environment.

MAPublisher 8 improves on the already powerful tools of previous versions by adding additional file support, additional tools and improvements to existing tools.

This Quick Start Guide assumes that the user is familiar with Adobe Illustrator CS3, or CS4, and has at least a basic understanding of geographic information systems (GIS) terminology and concepts. The exercises in this guide should be used in conjunction with the MAPublisher 8 User Guide and MAPublisher 8 Tutorial Guide. Not all MAPublisher tools are explained in this document. Exercises related to each individual tool are covered in the full MAPublisher 8 Tutorial Guide.

By following these tutorials you will learn how to create maps using the MAPublisher filters in Adobe Illustrator. This guide covers the steps necessary to build a map and perform fundamental cartographic and GIS tasks. Together, MAPublisher and Adobe Illustrator will give you a totally integrated cartographic design software system with graphics tools and geographic functions present in the same work environment.

## Quick Start Guide Data

All the exercises in this guide will use GIS data supplied in the MAPublisher installer. After installation, you can find the Quick Start Guide data in the following location on your hard drive:

### *Windows XP*

C:\Documents and Settings\All Users\Shared Documents\Avenza\MAPublisher 8\Quick Start Guide & Data\Quick Start Data

### *Windows Vista*

C:\Users\Public\Documents\Avenza\MAPublisher 8\Quick Start Guide & Data\Quick Start Data

**Note:** This data may be accessed through the Windows Start menu Avenza program group.

### *Mac OS X*

/Applications/Avenza/MAPublisher 8/MAPublisher Tutorials/Quick Start Guide & Data/Quick Start Data

You are encouraged to experiment with your own data to gain additional experience with MAPublisher tools, functions and features.

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# 0 Preliminaries

## 0.1 Purpose

The purpose of this exercise is to create a simple map of downtown Vancouver, B.C., Canada and to export it as a Flash map for Web presentation. A 600 px by 600 px sized Adobe Illustrator document will be used and optimized to be displayed in a Web browser.

The Flash map will be used to represent restaurants, hotels, and points of interests in downtown Vancouver, and will display information such as their address, phone number, and Web site. In addition, some pictures and logos will be inserted into callouts to catch the interest of readers.

For this exercise, Avenza has prepared the necessary GIS data (vector and raster), additional information, and Web images. This Quick Start Guide will take you through the compilation process of the map; from data import to final export to Flash. It can be used as a base to build up your own work flows for cartographic production.

## 0.2 Know your data

The Quick Start Data folder contains vector, raster, and additional GIS files for import into MAPublisher.

### GIS data description

Name (main file)	Format	Type	Description	Coordinate System
\Quick Start Data\Vector Files\Geodetic Data				
Land.shp	ESRI Shapefile	Area	Land boundaries	Geodetic WGS84
Parks.shp	ESRI Shapefile	Area	Park areas	Geodetic WGS84
River.shp	ESRI Shapefile	Line	Rivers	Geodetic WGS84
Water.shp	ESRI Shapefile	Area	Water bodies on land	Geodetic WGS84
\Quick Start Data\Vector Files\Projected Data				
Hotels.shp	ESRI Shapefile	Point	Hotels	Projected NAD 83 / UTM 10N
Restaurants.shp	ESRI Shapefile	Point	Restaurants	Projected NAD 83 / UTM 10N
Neighbourhoods.mif	MapInfo MIF/MID	Point	Neighbourhoods	Projected NAD 83 / UTM 10N
Boundary.mif	MapInfo MIF/MID	Area	Map extent	Projected NAD 83 / UTM 10N
Roads.tab	MapInfo TAB	Line	Road network	Projected NAD 83 / UTM 10N
\Quick Start Data\Raster Files				
VancouverDowntown.tif	GeoTIFF	Raster	Satellite image	Projected NAD 83 / UTM 10N
\Quick Start Data\Additional Files				
PointsOfInterest.csv	Text (csv)	Attribute	Points of interest	Geodetic WGS84
RoadCategory.dbf	DBF (Excel)	Attribute	Road categories	N/A

The roads, rivers, land, and water information were extracted from the Avenza MAPdataCanada data library and the parks, hotels, restaurants, neighbourhood, and points of interest were manually digitized. The VancouverDowntown.tif image was acquired and georeferenced by Avenza Systems using Geographic Imager for Adobe Photoshop.

## Quick Start Template

The Quick Start Template is an Adobe Illustrator file that contains information and data needed by the user to complete this guide. Included in the template file are three sets of styles that will be used during the styling of the map:

- Graphic styles library (used for line and area features)
- Symbol library (used for symbolizing points)
- Character style library (used for labeling)

Also included in the Quick Start Template are predefined MAP Stylesheet, MAP Selection Filters and layers. If more information on a particular feature of MAPublisher is needed, please refer to the MAPublisher 8 User Guide or the MAPublisher 8 Tutorial Guide.

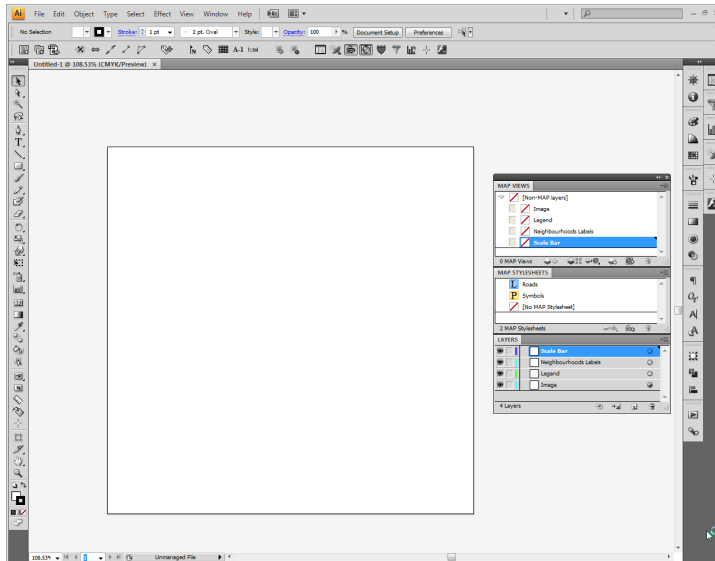
## Web Images

The two subfolders containing images used during the Web tagging process are:

- The *PointsOfInterest* subfolder contains images referred to in attribute fields *image* and *logo\_image* of the *PointsOfInterest.csv* table
- The *Restaurants* subfolder contains images referred to in attribute fields *PICTURE1* and *PICTURE2* of *Restaurants.shp* file

# 1 Getting Started

In Adobe Illustrator, open **Quick Start Template.ait** located in \MAPublisher 8\Quick Start Guide & Data (the .ait extension is an Adobe Illustrator template file).




A blank artboard opens with a 600 px by 600 px dimension. The template includes predefined styles, symbols and layers needed to complete the Quick Start exercises. The size of the document here determines the final size of the Flash map viewed in a Web browser.

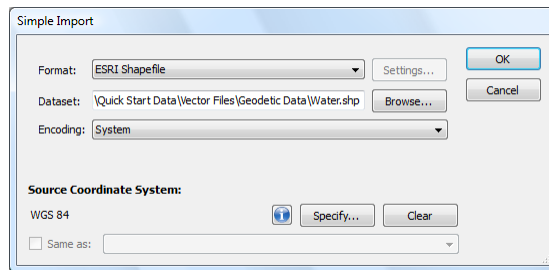
**Note:** Customize the Adobe Illustrator workspace to make it easier to access the panels. It may look different than the image above if MAPublisher is opened for the first time. Read *Customizing the workspace* in the Adobe Illustrator help guide for more information.

## 2 Import GIS Vector Data

### 2.1 Import data (using Simple Import)

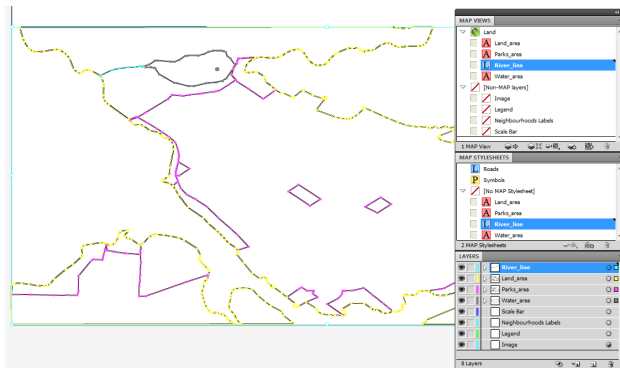
1. In the Adobe Illustrator menu, choose *File > Import MAP Data > Simple* or click the **Simple Import** button on the MAPublisher toolbar. 
2. Select **ESRI Shapefile** from the Format drop-down list.
3. Click Browse to open the data source browser.
4. Navigate to *\Quick Start Data\Vector Files\Geodetic Data* and select all four files (**Land.shp**, **Parks.shp**, **River.shp** and **Water.shp**) and click Open.


The four files are listed in the Dataset box in the Simple Import dialog box.



**Note:** The Source Coordinate System displays *WGS84*. This is stored in the shapefile projection format (.prj file). MAPublisher can import multiple files at once using Simple Import as long as the file format and coordinate system are the same.

5. Make sure the dialog box matches the one above and click OK.




Notice that in the Adobe Illustrator Layers panel, there are four new layers called *River\_line*, *Water\_area*, *Land\_area* and *Parks\_area*. In the MAP Views panel (  ), there is a new MAP View holding the imported files.

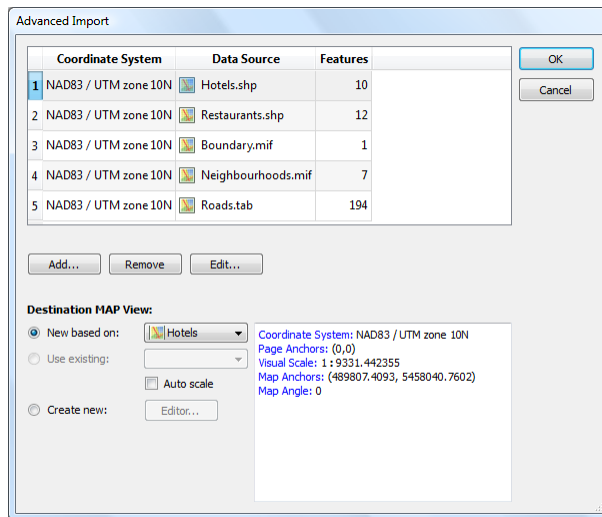
6. In the MAP Views panel, double-click the new MAP View to edit it. Change the name to **First MAP View**.
7. Click OK to close the MAP View editor dialog box.



## 2.2 Import data (using Advanced Import)

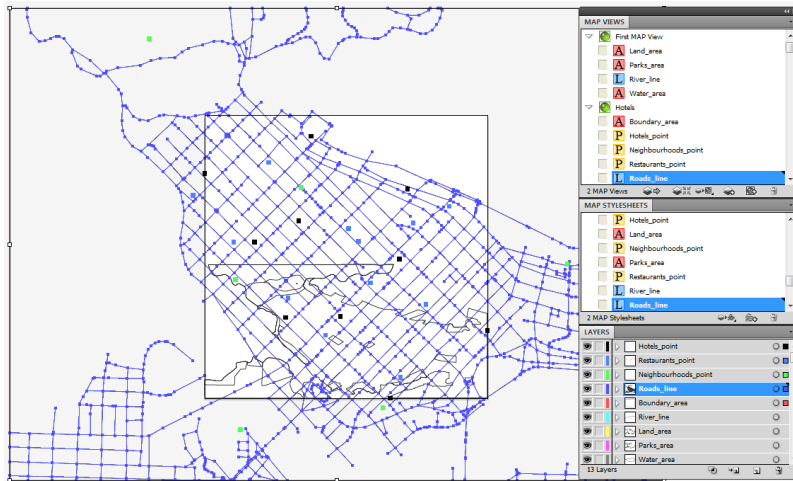
1. In Adobe Illustrator, choose *File > Import MAP Data > Advanced* or click the **Advanced Import** button on the MAPublisher toolbar. 
2. Click **Add** to open the Add dialog box.
3. Select **ESRI Shapefile** from the Format drop-down list.
4. Click Browse to open the data source browser, then navigate to *\Quick Start Data\Vector Files\Projected Data*, select the two files **Hotels.shp** and **Restaurants.shp**, click Open and then OK.
5. Again, in the Advanced Import dialog box, click Add to open the Add dialog box.
6. Select **MapInfo MIF/MID** from the Format drop-down list.
7. Click Browse to open the data source browser, select the two files **Boundary.mif** and **Neighbourhoods.mif**, click Open and then OK (the directory should remain the same, if not, navigate to the directory listed in Step 4).
8. Finally, click Add to open the Add dialog box.
9. Select **MapInfo TAB** from the Format drop-down list.
10. Click Browse button to open the data source browser, select the file **Roads.tab**, click Open and then OK.  
Use the horizontal scroll bar to view that all the data layers are present.


**Note:** The coordinate system is displayed as *NAD83 / UTM zone 10N* because MAPublisher detects this information from the GIS file formats.



11. Under Destination MAP View, leave the New based on option as the default and click OK to close the Advanced Import dialog box.

**Note:** The New based on option bases a new destination MAP View on the coordinate system information listed in the drop-down list. The Use existing option imports the data from an existing MAP View.




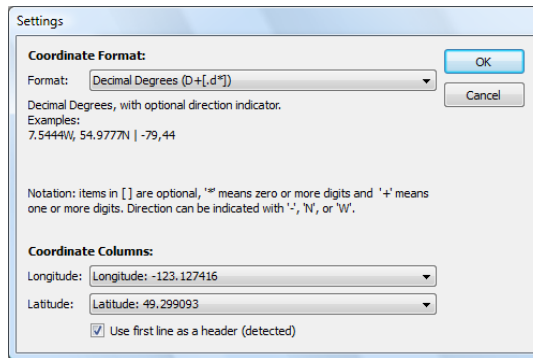
Notice that in the Adobe Illustrator Layers panel, five new layers are added: *Hotels\_point*, *Boundary\_area*, *Neighbourhoods\_point*, *Restaurants\_point*, and *Roads\_line*. Also, in the MAP Views panel (  ), there is a second MAP View holding the newly imported files.

12. In the **MAP Views** panel, double-click the new MAP View to edit it. Change the name to **Vancouver Downtown**.
13. Click OK to close the MAP View editor dialog box.

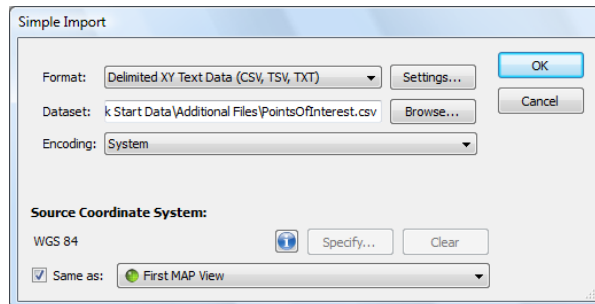
The layers in the two MAP Views are not matching because they are based on two different coordinate systems and two different scales. Tutorial 3 will provide steps to reproject all the layers into the same coordinate system.

## 2.3 Import point data

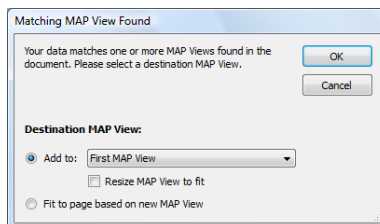
1. In Adobe Illustrator, choose **File > Import MAP Data > Simple** or click the **Simple Import** button on the MAPublisher toolbar. 
2. Select **Delimited XY Text Data (CSV, TSV, TXT)** from the Format drop-down list.
3. Click Browse to open the data source browser, navigate to `\Quick Start Data\Additional Files`, select the file **PointsOfInterest.csv**, and click OK.
4. In the Settings dialog box, under the Coordinate Format area, change the Format to **Decimal Degrees (D+[.d\*])** in the drop-down list.
5. Under the Coordinate Columns area, select **Longitude: -123.127416** from the Longitude drop-down list
6. In the Latitude drop-down list, select **Latitude: 49.299093**.
7. Make sure that the *Use first line as a header* option is checked (because the first line in the text file contains column headings). This option is checked if



8. Click OK to accept the settings.
9. Text files do not hold information about the coordinate system so it must be specified. In the Source Coordinate System section, check the Same As option box and select **First MAP View** in the drop-down list.



10. Click OK to continue with the import.
11. Since the coordinate system was chosen to be the same as First MAP View, select **Add to: First MAP View** under the Destination MAP View area.



12. Click OK to add the points of interest to the First MAP View.
13. In the Adobe Illustrator Layers panel, a new layer called **PointsOfInterest\_point** is added. It is also held under First MAP View in the MAP Views panel.
14. Save the document as **Vancouver Downtown.ai** to the Quick Start Guide & Data directory. Leave all save options as the default.

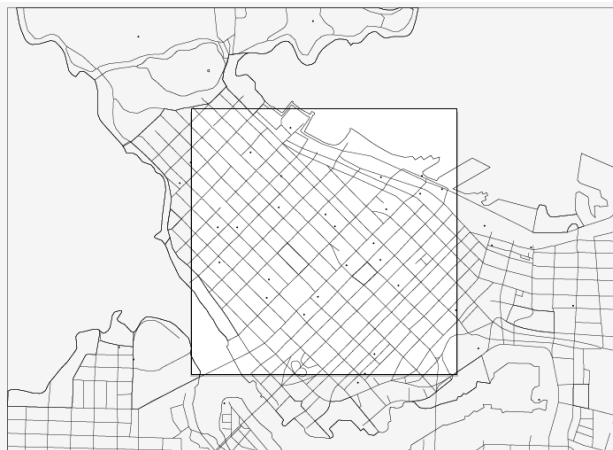
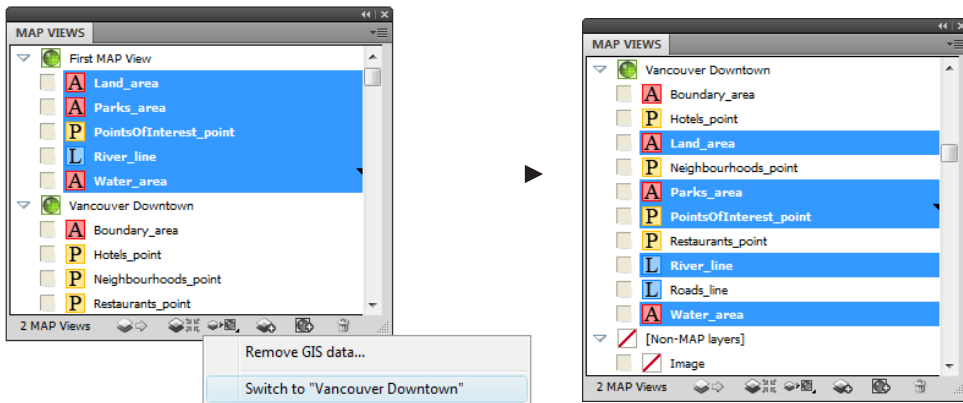
## 3 Reproject and scale

Continue working with *Vancouver Downtown.ai*.

### 3.1 Reproject all layers to NAD83 / UTM Zone 10N

1. In the MAP Views panel, select all the layers contained in *First MAP View* (*Land\_area*, *Parks\_area*, *PointsOfInterest\_point*, *River\_line* and *Water\_area*).
2. Click the Switch MAP View button at the bottom of the MAP Views panel and select Switch to “Vancouver Downtown”.

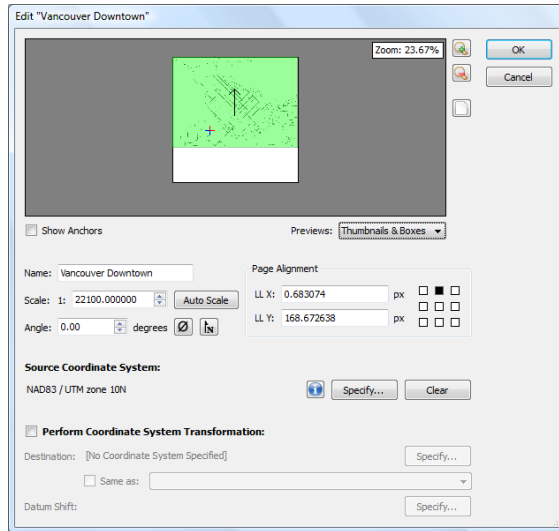
All layers are moved into the second MAP View, *Vancouver Downtown*. In the process of switching, the data is transformed to the *NAD83 / UTM zone 10N* coordinate system. All the data is now in the same coordinate system.



3. In the MAP Views panel, select *First MAP View* and click the garbage bin button on the lower right corner to delete it (this MAP View is not needed for the remainder of the exercise).

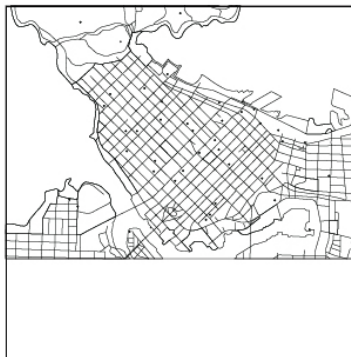
### 3.2 Scale and edit MAP View

1. In the MAP Views panel, double-click the **Vancouver Downtown** MAP View to edit it.
2. In the MAP View editor dialog box, select **Thumbnails & Boxes** in the Preview drop-down list to see a preview of the map document.
3. Set the scale to **1:22100**.
4. Select the Top Center position (click the top center square) in the Page Alignment frame.



5. Click OK to accept the settings.


The layers are redrawn and centered at the top of the page. The chosen scale is appropriate to fit the data in the document size.

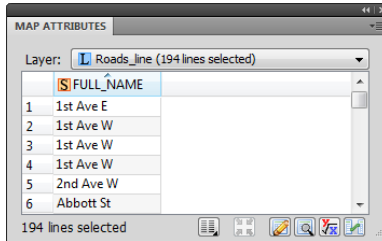



6. Save *Vancouver Downtown.ai*.


## 4 Join Table to MAP Attributes

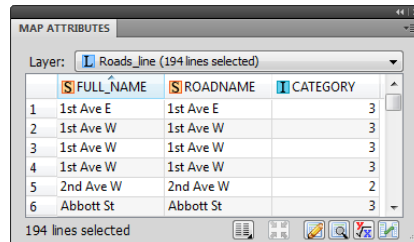
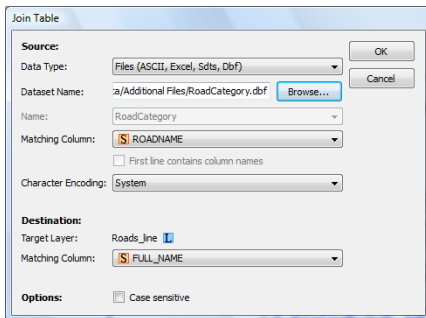
Continue working with *Vancouver Downtown.ai*.

1. In the Adobe Illustrator Layers panel, select all art on the Roads\_line layer. To do this, click the target button (circle to the right of the layer name) to select all art on this layer.
2. Open the MAP Attributes panel (from the Adobe Illustrator main menu, choose *Window > MAPublisher > MAP Attributes* or click the Map Attributes button on the MAPublisher toolbar. ). Click the column name to sort it.



There is only one attribute column called *FULL\_NAME*. The  icon beside the column name designates it as a String attribute type. Scroll down the table to see the other entries.

3. Click the Join Table button. 
4. In the Join Table dialog box, Click Browse and navigate to *\Quick Start Data\Additional Files*, select **RoadCategory.dbf**, and click OK.
5. Set the dialog box drop-down lists as follows (keep all other options as default):
  - Matching Column: **ROADNAME**
  - Target Layer: **Roads\_line**
  - Matching Column: **FULL\_NAME**



**Note:** In order to successfully join a table, both the MAP Layer and the data table must share at least one common attribute column with matching values.

6. Make sure the dialog box matches above and click OK. Notice that two new attributes (ROADNAME and CATEGORY) are added to Roads\_line in the MAP Attributes panel (sort the columns to see the same results as the screenshot).
7. Save *Vancouver Downtown.ai*.

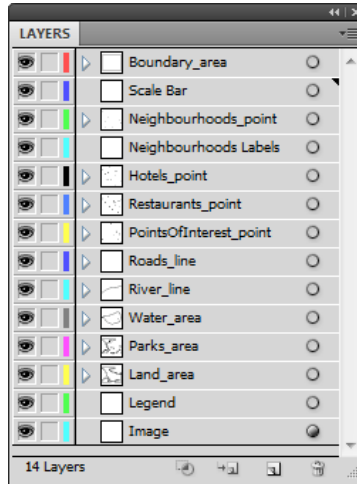


# 5 Styling

Continue working with *Vancouver Downtown.ai*.

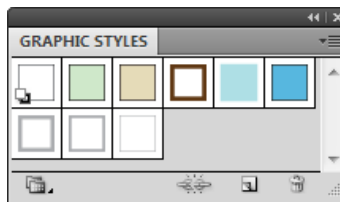
## 5.1 Organize layers

1. Rearrange the layer order in the Adobe Illustrator Layers panel as follows:



## 5.2 Apply graphic styles to areas

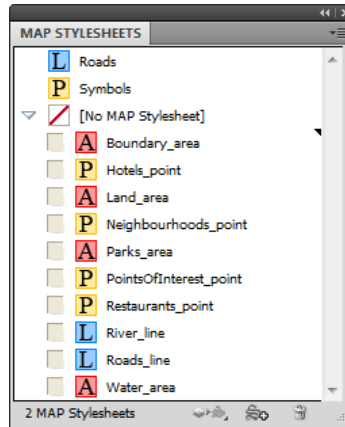
1. In the Adobe Illustrator main menu, choose *Window > Graphic Styles* to open the Graphic Styles panel.



2. In the Adobe Illustrator Layers panel, select all art on the *Boundary\_area* layer by clicking the target button.
3. Click the **Boundary** graphic style to apply it to all selected art on *Boundary\_area* (hover over the graphic style thumbnail to see the name of it).
4. Select all art on the *Water\_area* layer and apply the **Lake** graphic style.
5. Select all art on the *Parks\_area* layer and apply the **Parks** graphic style.
6. Select all art on the *Land\_area* layer and apply the **Land** graphic style.

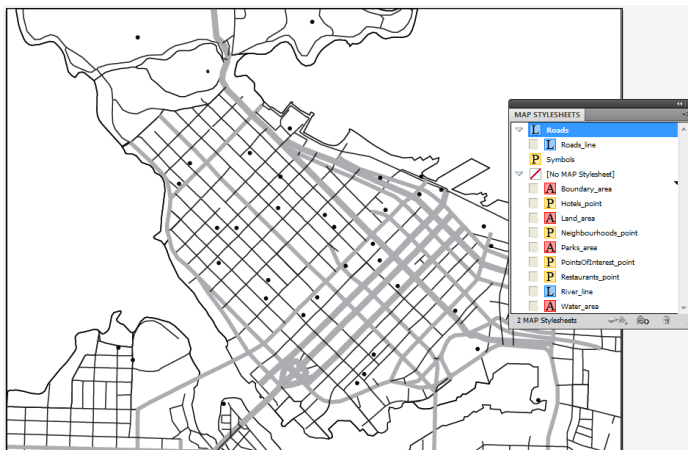
### 5.3 Apply MAP Stylesheet to line layers

1. Open the MAP Stylesheets panel (from the Adobe Illustrator main menu, choose *Window > MAPublisher > MAP Stylesheets* or click the MAP Stylesheets button on the MAPublisher toolbar. )



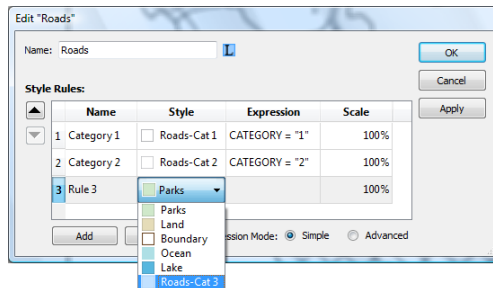
**Note:** The Quick Start template file contains two MAP Stylesheets that have already been produced (*Roads* and *Symbols*). In actual workflow, the user is responsible for creating unique MAP Stylesheets. For more information on creating and using MAP Stylesheets, refer to the MAPublisher Tutorial Guide or the MAPublisher User Guide.

2. In the MAP Stylesheets panel, click *Roads\_line* layer and drag it from [No MAP Stylesheet] to the *Roads* stylesheet.

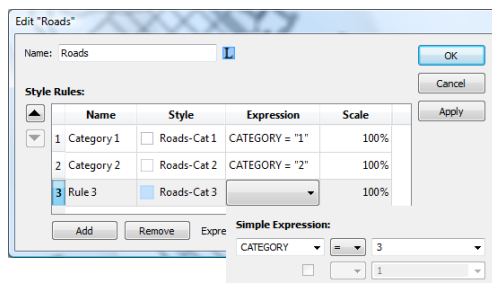


Notice that the roads are automatically stylized according to the predefined rules in the *Roads* stylesheet. However, one category of roads (the thinnest ones) are not styled. Create a rule to style them.

- Double-click the **Roads** stylesheet to see the expressions that the style rules are based on.
- Click Add to add another style rule to this stylesheet.
- Rename the newly added style rule from **Rule 3** to **Category 3**.
- In the Style column, select the **Roads-Cat3** graphic style from the drop-down list.

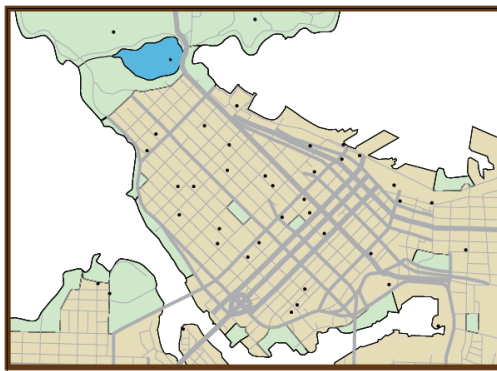


- In the Expression column, click the white space of Category 3 to open the Simple Expression drop-down and build the expression **CATEGORY="3"**.



- Make sure the dialog box matches the one above and click OK.

The road lines are now styled properly using the rules defined in the MAP Stylesheet.

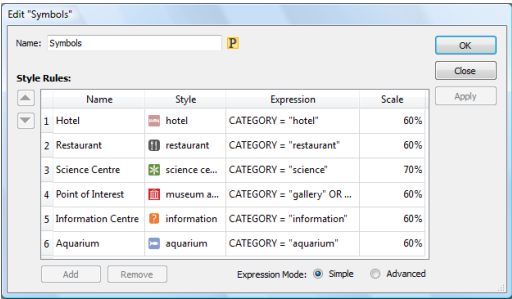


## 5.4 Apply MAP Stylesheets to point layers

1. In the MAP Stylesheets panel, select the **Hotels\_point**, **Restaurants\_point**, and **PointsOfInterest\_point** layers and drag them from [No MAP Stylesheet] to the Symbols stylesheet.

**Note:** These three layers can be used in one stylesheet because they have identical attribute structures.

2. Double-click the **Symbols** stylesheet. Notice that there are four predefined rules in this stylesheet.
3. Click Add to add another style rule.
4. Rename the newly added style rule, **Rule 5**, to **Information Centre**.
5. In the Style column, select the **information** symbol style from the drop-down list.
6. In the Expression column, click the blank space to open the Simple Expression drop-down and build the expression **CATEGORY="information"**.
7. In the Scale column, set the scale to **60%**.
8. Add the Aquarium as the sixth rule using the previous steps.



9. Make sure the dialog box matches the one above and click OK.

The symbols are applied to the point layers according to the settings in the *Symbols* stylesheet.

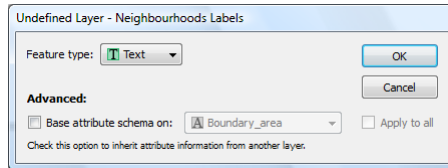



10. Save *Vancouver Downtown.ai*.

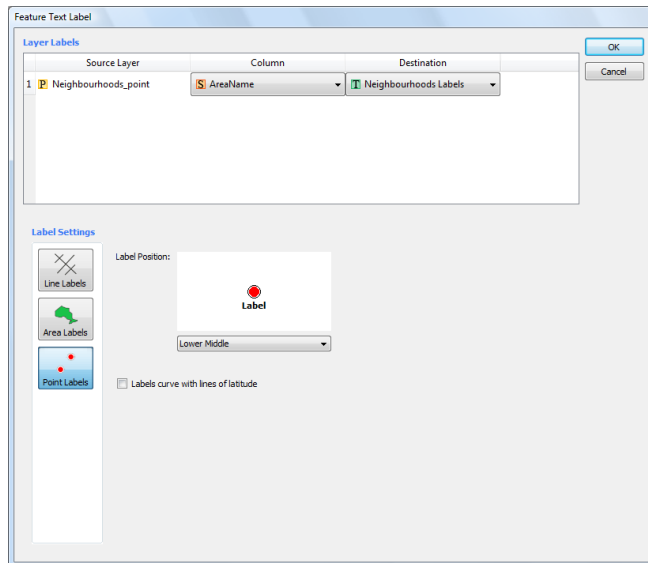
# 6 Labelling

Continue working with *Vancouver Downtown.ai*.

1. In the MAP Views panel, under [Non-MAP layers], click and drag the *Neighbourhood Labels* layer to the *Vancouver Downtown* MAP View.
2. In the Undefined Layer dialog box that appears, specify the MAP layer Feature type to be **Text**, and click OK.



3. In the Adobe Illustrator Layers panel, click the target button next to the *Neighbourhoods\_point* layer to select all the art on that layer.
4. Open the Adobe Illustrator Character Styles panel (choose *Window > Type > Character Styles*).
5. Click the *Labels\_Style* style.
6. Open the Feature Text Label dialog box from the Adobe Illustrator main menu (click *Filter\** > *MAP Legend > Feature Text Label* or click the Feature Text Label button on the MAPublisher toolbar. )
7. In the Column drop-down list, select **AreaName**.
8. Under Label Settings, set the Point Labels position to Lower Middle and click OK.

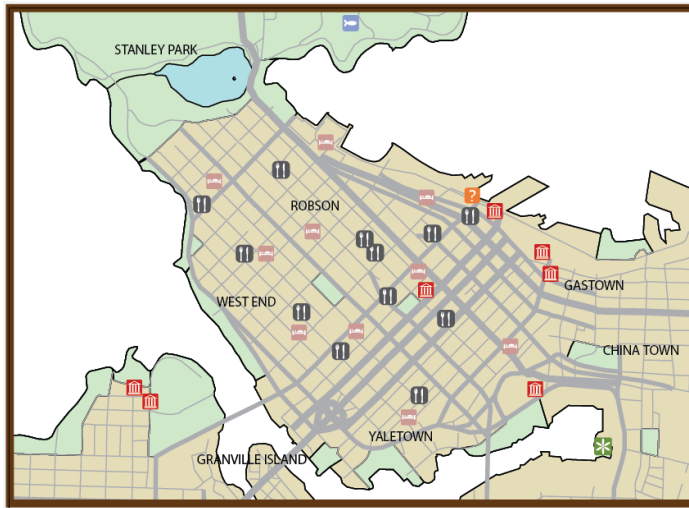


9. In the Adobe Illustrator Layers panel, turn off the *Neighbourhoods\_point* layer as it will not be needed for the

\* In Adobe Illustrator CS4, the Filters menu is located in the Objects menu (Objects > Filters).

rest of the exercise.

The text taken from the *AreaName* attribute of the *Neighbourhoods\_point* layer is inserted on the map, in the text layer Neighbourhood Labels.



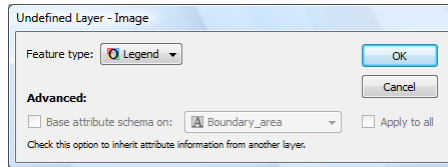
10. Save *Vancouver Downtown.ai*.



# 7 Import GIS Raster Data

Continue working with *Vancouver Downtown.ai*.


1. In the MAP Views panel, under [Non-MAP layers], click and drag the *Image* layer to the *Vancouver Downtown* MAP View.
2. In the Undefined Layer dialog box that appears, specify the MAP layer Feature type to be **Legend**, and click OK.

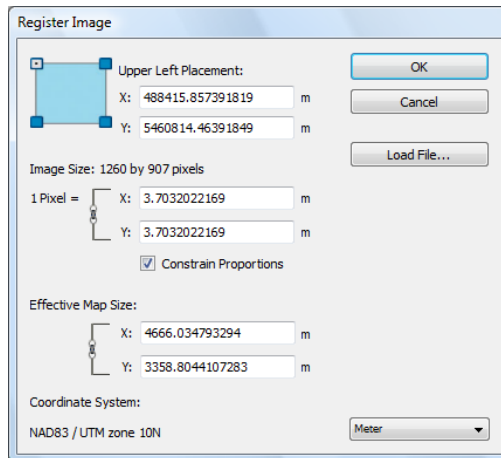


**Note:** For the purpose of differentiating between the other vector layers, the Legend feature type is used. However, any of the other options in the drop-down list could also be used in this instance.

3. In the Adobe Illustrator Layers panel, select the *Image* layer if it is not already selected.
4. In the Adobe Illustrator main menu, choose *File > Place* and navigate to *\Quick Start Data\Raster Files*, select **VancouverDowntown.tif** and click Place.

The image gets placed on the artboard but not at the correct spatial location or scale. Register the image so that it can have a proper spatial reference.

5. While the image is selected, open the Register Image dialog box from the Adobe Illustrator main menu (choose *Filter\* > MAP Images > Register Image* or click the Register Image button on the MAPublisher toolbar ).
6. Click Load File and navigate to *\Quick Start Data\Raster\_Files* and open **VancouverDowntown.tif** (this image is a GeoTIFF that contains georeference information).



7. Click OK to register the image.

\* In Adobe Illustrator CS4, the Filters menu is located in the Objects menu (Objects > Filters).

The image is resized and positioned at the proper spatial location.

8. If necessary, click and drag the *Image* layer below the *Land\_area* layer in the Adobe Illustrator Layers panel.



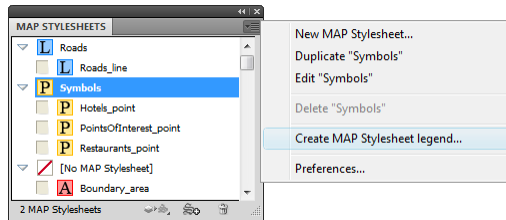
9. Save *Vancouver Downtown.ai*.

# 8 Legend and Scale Bar

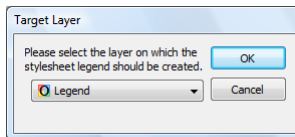
Continue working with *Vancouver Downtown.ai*.

## 8.1 Create a legend

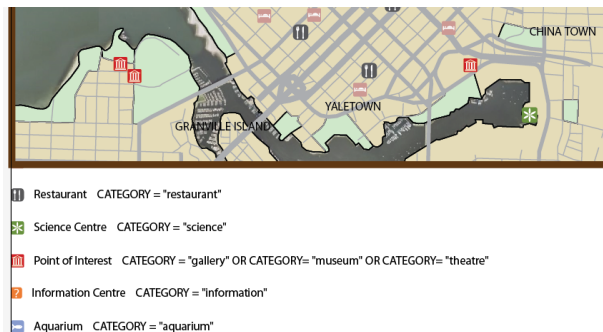
1. In the MAP Views panel, under [Non-MAP layers], click and drag the *Legend* layer to the *Vancouver Downtown* MAP View.
2. In the Undefined Layer dialog box that appears, set the MAP layer Feature Type to be **Legend** and click OK.
3. In the MAP Stylesheets panel, select the *Symbols* stylesheet and in the panel option menu (upper right corner of panel) choose Create MAP Stylesheet legend.



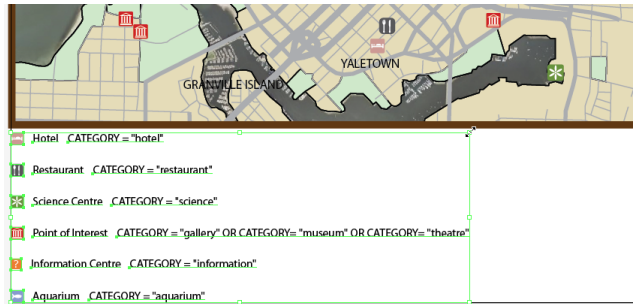
4. When prompted, set the target layer to be **Legend** and click OK.




By default, the legend is positioned at the lower left corner of the map and includes the text relative to the rules applied. Notice that the Hotel legend item is hidden by the map.



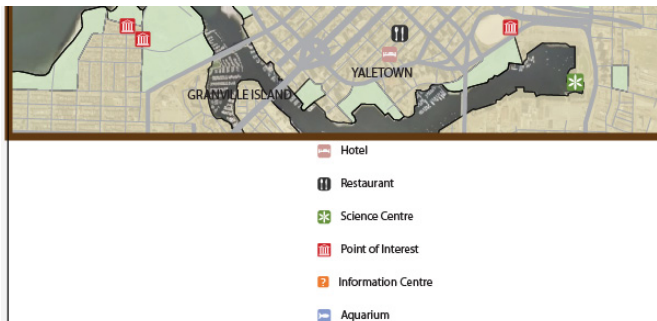
- Click the legend and resize it so that the Hotel legend item is visible.



- Use the Adobe Illustrator Direct Selection Tool  to delete the expression text at the end of each legend category (for example CATEGORY="hotel").


**Note:** These legend categories are grouped together.

- Move the legend to the centre of the page.

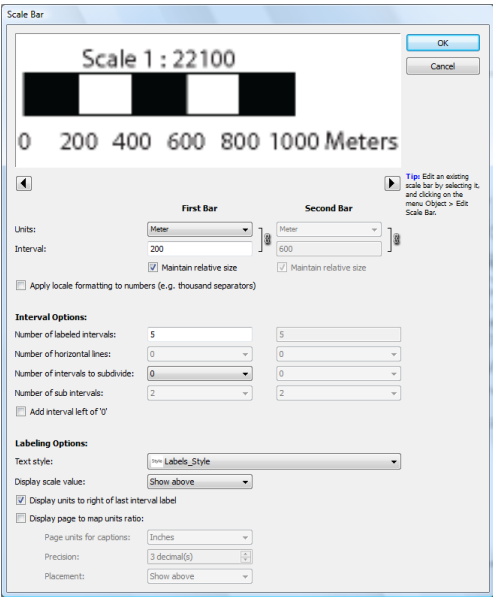


- Save *Vancouver Downtown.ai*.

## 8.2 Create a scale bar

- In the MAP Views panel, under [Non-MAP layers], click and drag the *Scale Bar* layer to the *Vancouver Downtown* MAP View.
- In the Undefined Layer dialog box that appears, set the MAP layer Feature Type to be **Legend** and click OK.
- With the *Scale Bar* layer selected, click the Scale Bar button on the MAPublisher toolbar. 

4. In the Scale Bar dialog box, expand the Advanced section and make sure your settings match the following and click OK.



5. Select the scale bar and reduce the size of the bounding box around the object. The horizontal scale can also be changed this way and will modify the bar increments automatically according to the width.
6. Move the scale bar to the lower left corner of the map extent.



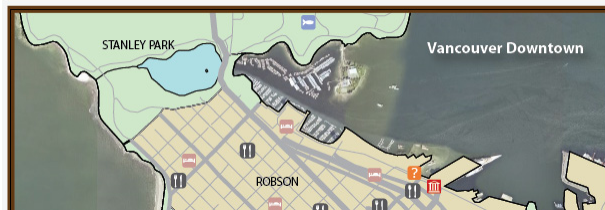
7. Save *Vancouver Downtown.ai*.

# 9 Export to Web

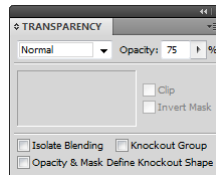
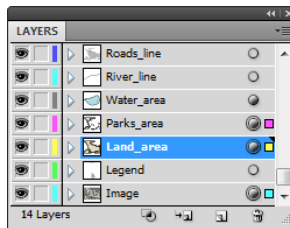
Continue working with *Vancouver Downtown.ai*.

## 9.1 Finalize map

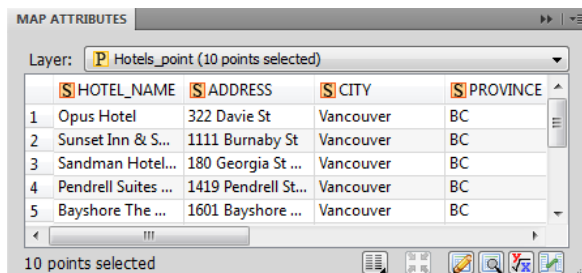
1. In the Adobe Illustrator Layers panel, select the *Legend* layer.
2. Using the Type tool, type **Vancouver Downtown** and move it to the upper right corner of the map. Use a white color and larger font or choose the **Title\_Style** from the Character Styles panel. Optionally, add a drop shadow to the text (choose *Effect > Stylize > Drop Shadow*) to make it stand out.



3. Select all art on the **Land\_area**, **Parks\_area**, and **Image** layers (Ctrl+click on PC and Cmd+click on Mac) using the target buttons. Open the Transparency panel (choose *Window > Transparency*) and change the opacity to **75%** for all three layers.




4. Open the MAP Attributes panel to review the attributes schema of the **Hotels\_point**, **Restaurants\_point** and **PointsOfInterest\_point** layers. Select the art on each layer to view its attributes. Become familiar with the attribute structure before exporting to a Flash map.

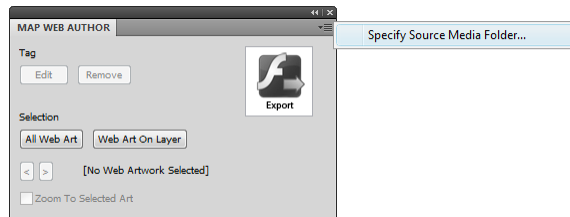


5. Save *Vancouver Downtown.ai*.

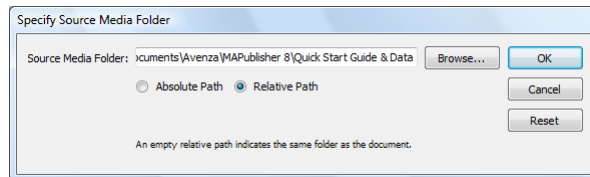


## 9.2 Using MAP Web Author

1. Open the MAP Web Author panel (from the Adobe Illustrator main menu, click *Window > MAPublisher > MAP Web Author* or click the MAP Web Author button on the MAPublisher  toolbar).
2. From the panel option menu, choose Specify Source Media Folder.



3. In the Specify Source Media Folder dialog box, select the Relative Path option, browse to the directory *\MAPublisher 8\Quick Start Guide & Data*, and click OK.



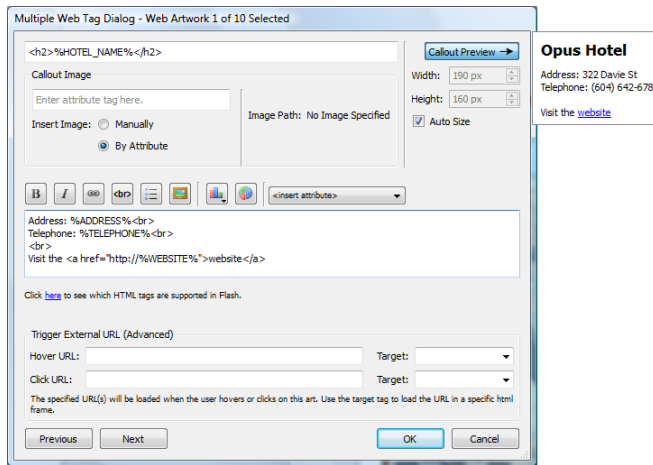
**Note:** An empty relative path indicates the same folder as the document.

4. In the Adobe Illustrator Layers panel, select all the points on the *Hotels\_point* layer.
5. In the MAP Web Author panel, click the Edit button.
6. In the Multiple Web Tag Dialog dialog box, change the callout title to `<h2>%HOTEL_NAME%</h2>`. Alternatively, copy the text from the **Web Author Formatting.txt** file (located in *\Quick Start Guide & Data\Quick Start Data\Additional Files*).
7. Click the Auto Size check box to automatically size the callout.
8. Type (or copy from *Web Author Formatting.txt*) the following text content for the callout:

```
Address: %ADDRESS%<br>
Telephone: %TELEPHONE%<br>
<br>
visit the <a href="http://%WEBSITE%">website</a>
```

**Note:** This text is comprised of HTML and references to the attribute table for the specific layer. For example, text between % signs refer to attribute names, and <br> indicates a line break. The results of this formatting can be seen in the Callout Preview window. For more information, please refer to chapter 15 of the MAPublisher User Guide.

Attribute column information may be added using the *<insert attribute>* drop-down list in the Web Tag Dialog dialog box. This essentially adds attributes (e.g. %ADDRESS%) as variable which ensure that any changes to the information will still populate the Web tags.



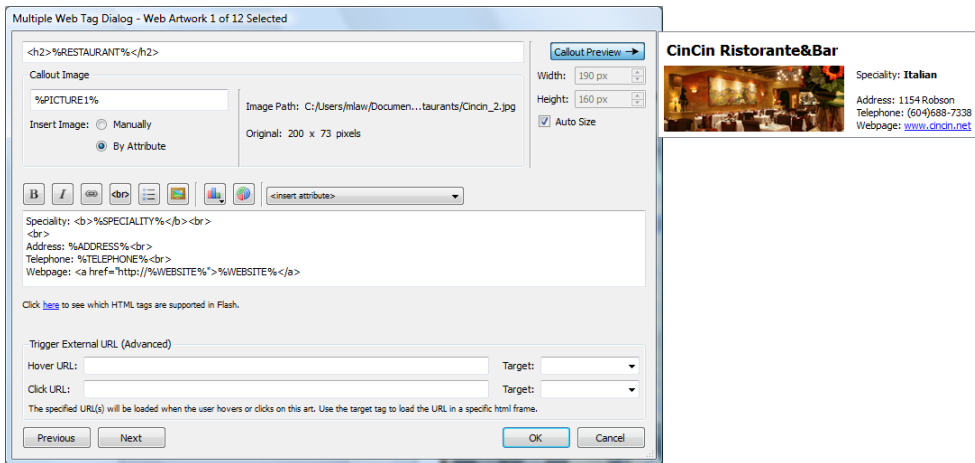
9. Make sure the dialog box matches the one above and click OK.

Now create callouts for the restaurant points.

10. In the Adobe Illustrator Layers panel, select all the points on the **Restaurants\_point** layer.
11. In the MAP Web Author panel, click the Edit button.
12. In the Multiple Web Tag Dialog dialog box, change the callout title to **<h2>%RESTAURANT%</h2>**.
13. Check the Auto Size option.
14. In the Callout Image frame, select the **By Attribute** option and type **%PICTURE1%** in the box above it.
15. Type in (or copy from *Web Author Formatting.txt*) the following text content for the callout:

```
Speciality: <b>%SPECIALITY%</b><br>
<br>
Address: %ADDRESS%<br>
Telephone: %TELEPHONE%<br>
webpage: <a href='\"http://%WEBSITE%\">%WEBSITE%</a>
```

**Note:** Images can be added to callouts that are referenced in the attribute table (done in this exercise) or done manually from any location. The *Callout Preview* is enabled by default. Use the *Previous* and *Next* buttons at the bottom of the dialog box to rotate through the callouts.



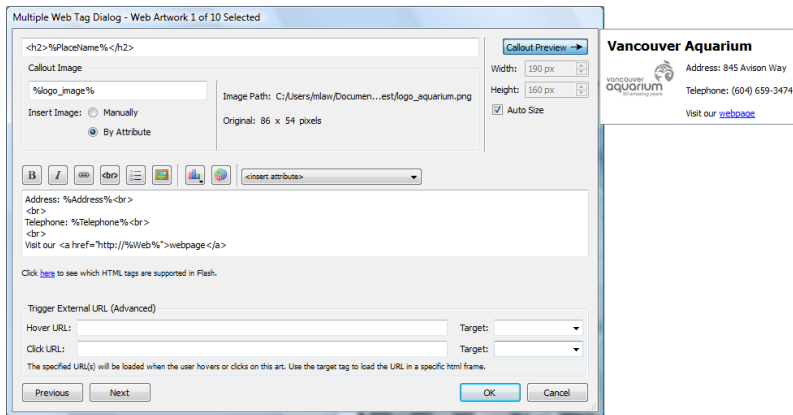
16. Make sure the dialog box matches the one above and click OK.

Now create callouts for the points of interest points.

17. In the Adobe Illustrator Layers panel, select all the points on the *PointsOfInterest\_point* layer.
18. In the MAP Web Author panel, click the Edit button.
19. In the Multiple Web Tag Dialog dialog box, change the callout title to `<h2>%PlaceName%</h2>`.
20. Check Auto Size option.
21. In the Callout Image frame, select the **By Attribute** option and type `%Logo_image%` in the box above.
22. Type in (or copy from *Web Author Formatting.txt*) the following text content for the callout:

```

Address: %Address%<br>
<br>
Telephone: %Telephone%<br>
<br>
visit our <a href="http://%web%">webpage</a>
  
```

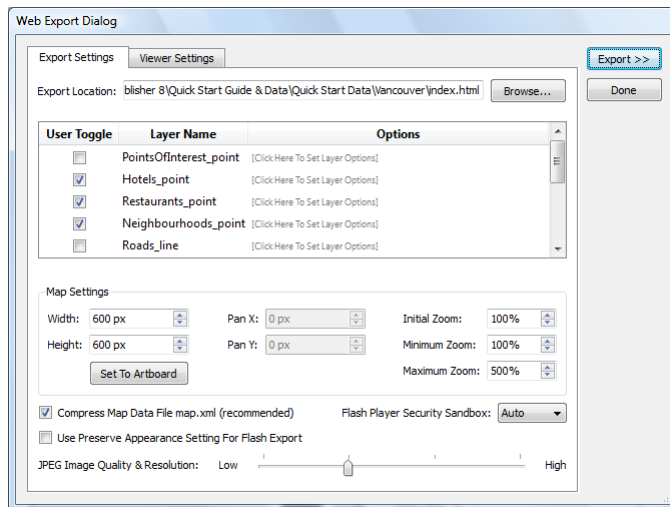


23. Make sure the dialog box matches the one above and click OK.

24. Save *Vancouver Downtown.ai*.

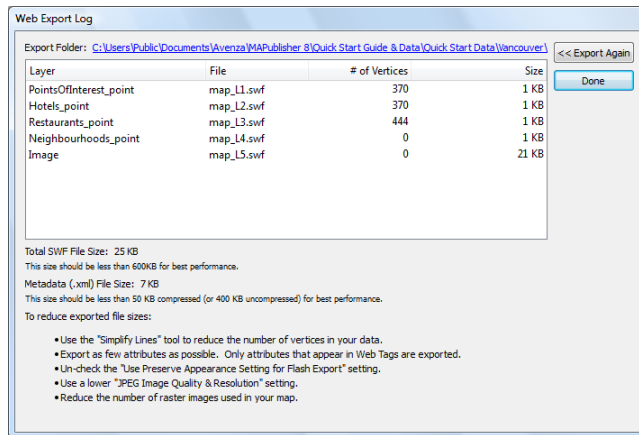
### 9.3 Export to Web

1. In the MAP Web Author panel, click the Export button.
2. Beside the Export Location box, click the Browse button to navigate to the \MAPublisher 8\Quick Start Guide & Data and create a new folder called **Vancouver** and type the file name as **index.html**.
3. In the layers list, under the User Toggle column, click the **Hotels\_point**, **Restaurants\_point** and **PointsOfInterest\_point**.
4. Click the *Use Preserve Appearance Setting for Flash Export* check box to disable it.

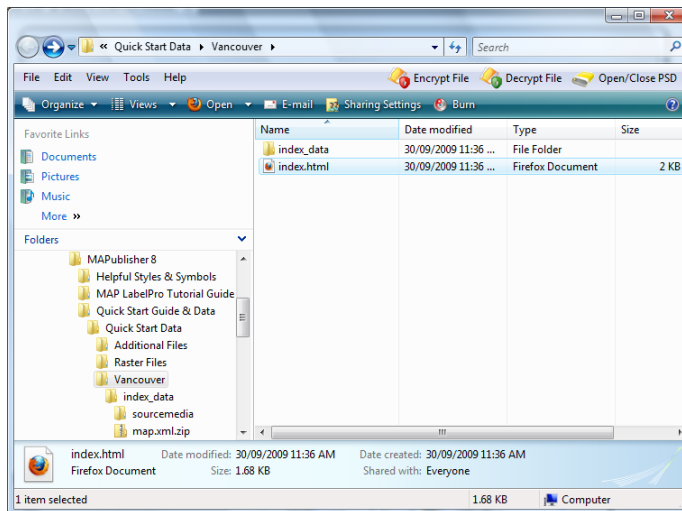


5. Make sure the dialog box matches the one above and click OK.

The Web Export Log dialog box shows the results of the export.



6. Click the Export Folder link at the top of the dialog box to open it in a file browser.




7. Open **index.html** in a Web browser (such as Internet Explorer, Mozilla Firefox or Safari).

**Note:** To be sure that Flash maps are viewed properly, update to the latest Flash Player version (download it from the Adobe website at [www.adobe.com](http://www.adobe.com)). If you encounter Adobe Flash Security settings, please follow the on-screen instructions to allow access to the export folder.



Navigate the map using the mouse to pan and the zoom buttons and slider on the left hand side. Click the symbols to see the callouts that you created. In the layers list, toggle on and off the layers you specified during export. The overview map can be used to navigate the map when zoomed in to the main map.

All of the navigation tools and surrounding map elements, like the overview map and search box, can be customized in the Advanced tab of the Web Export Dialog. For in-depth information on MAP Web Author, see the MAPublisher 8 Tutorial Guide and Chapter 15 of the MAPublisher 8 User Guide. These documents are installed with MAPublisher 8 and can also be downloaded from <http://www.avenza.com/documentation>.

To quickly create a geospatial PDF of the Vancouver downtown map, return to Adobe Illustrator and click the Export Geospatial PDF button in the MAPublisher toolbar.  Choose a location to save the PDF and click OK. You can find more information about geospatial PDF in the MAPublisher 8 Tutorial Guide and in Chapter 17 of the MAPublisher 8 User Guide.

Congratulations, you have completed the MAPublisher 8 Quick Start Guide.