

MAPublisher® 8.7 for Adobe Illustrator®

When Map Quality Matters®



Microsoft
Windows



Mac OS

Quick Start Guide

for MAPublisher 8.7

Avenza® MAPublisher® 8.7 Quick Start Guide

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MAPublisher 8.7 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 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 you are familiar with Adobe Illustrator CS4 or CS5 and have at least a basic understanding of geographic information systems (GIS) terminology and concepts. The exercises in this guide are meant to help you quickly start working with the basics of MAPublisher. Not all MAPublisher tools are explained in this document. To gain a better understanding of all the features and tools MAPublisher has to offer, use this in conjunction with the MAPublisher 8.7 User Guide and MAPublisher 8.7 Tutorial Guide.

By following these tutorials you will learn how to create maps using MAPublisher tools in Adobe Illustrator. This guide covers the steps necessary to build a map and perform fundamental cartographic and GIS tasks. It is recommended to start from the beginning and work your way through the exercises. However, it is also possible to start at any of the exercises.

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 and Windows 7

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

Note: This data can 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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1 Getting Started

1.1 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.

The necessary GIS data (vector and raster), additional information, and Web images are included with every installation of MAPublisher. This Quick Start Guide will guide you through a typical MAPublisher work flow of map creation—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.

1.2 Know your data

The Quick Start Data folder contains vector, raster, and additional GIS files for use with this guide:

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.

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

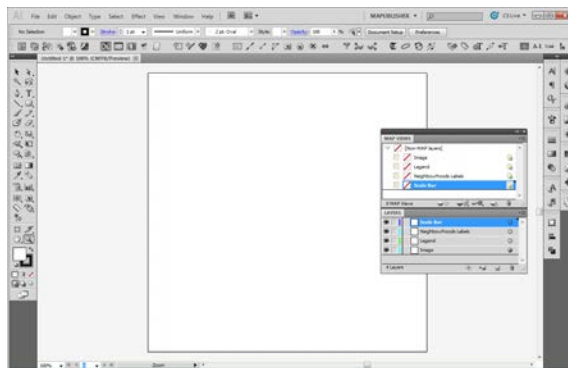
Quick Start Template

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 Theme Stylesheets, MAP Selections and layers. If more information on a particular feature of MAPublisher is needed, please refer to the MAPublisher 8.7 User Guide or the MAPublisher 8.7 Tutorial Guide.

1. 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.

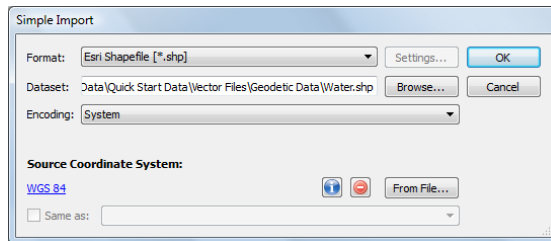
Note: Customize the Adobe Illustrator workspace to make it easier to access the panels. It may look different than the image above if MAPublisher is opened for the first time. Read *Customizing the workspace* in the Adobe Illustrator help guide for more information.

2 Import GIS Vector Data

2.1 Import data using Simple Import

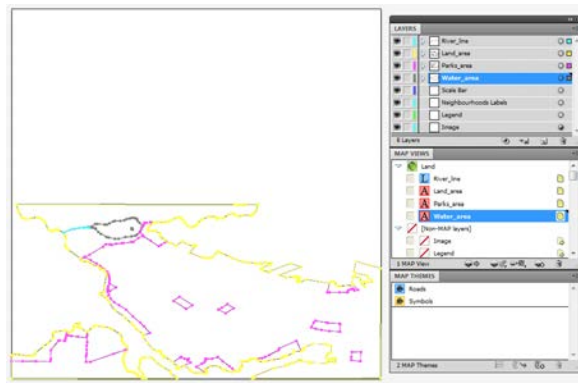
1. From the MAPublisher toolbar, click the **Simple Import** button . Alternatively, in the Adobe Illustrator menu, choose *File > Import MAP Data > Simple*.
2. Choose **Esri Shapefile** from the Format drop-down list and click the Browse button.
3. Navigate to `\Quick Start Data\Vector Files\Geodetic 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.

4. 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 also containing the layers.

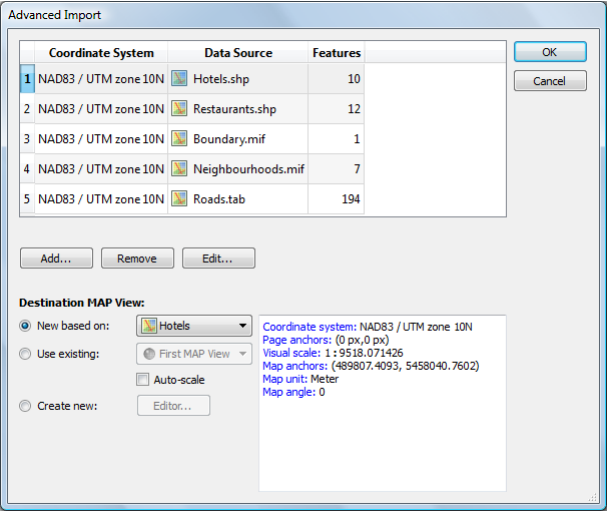
5. In the MAP Views panel, double-click the new MAP View to edit it. Change the name to **First MAP View** and click OK to accept the change and close the MAP View editor dialog box.

2.2 Import data using Advanced Import

You'll be adding additional vector data of different formats using Advanced Import.

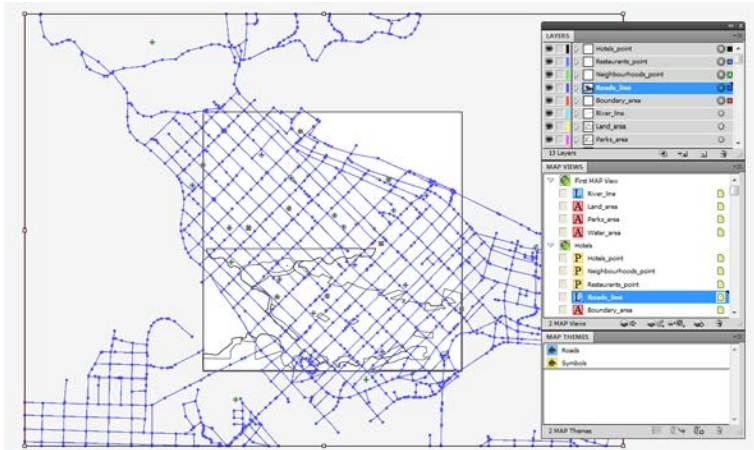
1. From the MAPublisher toolbar, click the **Advanced Import** button . Alternatively, in the Adobe Illustrator menu, choose *File > Import MAP Data > Advanced*.
2. Click **Add** to open the Add dialog box and if necessary, choose **Esri Shapefile** from the Format drop-down list. Click Browse, navigate to `\Quick Start Data\Vector Files\Projected Data`, select **Hotels.shp** and **Restaurants.shp**, click Open and then OK.
3. Again, in the Advanced Import dialog box, click Add and choose **MapInfo Interchange Format** from the Format drop-down list. Click Browse, select **Boundary.mif** and **Neighbourhoods.mif**, click Open and then OK.
4. Finally, click Add, and choose **MapInfo Table** from the Format drop-down list. Click Browse button to open the data source browser, select **Roads.tab**, click Open and then OK.

Use the vertical scroll bar to view that all the data layers are present. MAPublisher automatically detects that the data has a *NAD83 / UTM zone 10N* coordinate system and displays the information below.



5. In the Destination MAP View section, leave the *New based on* option as the default and click OK to accept the changes and 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 chooses an existing MAP View as a destination to where this data is placed.




Notice that five new layers are added in the Adobe Illustrator Layers panel: *Hotels_point*, *Boundary_area*, *Neighbourhoods_point*, *Restaurants_point*, and *Roads_line*. You may have to zoom out to see its entirety. In the MAP Views panel, there is a new MAP View (by default called Hotels) containing the added layers.

6. In the **MAP Views** panel, double-click the new MAP View to edit it. Change the name to **Vancouver Downtown**. 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. From the MAPublisher toolbar, click the **Simple Import** button .
2. Choose **Delimited XY Text Data** from the Format drop-down list. Click the Browse button, navigate to `\Quick Start Data\Additional Files`, select **PointsOfInterest.csv** and click Open.
3. The Settings dialog box appears. Under Coordinate Format, choose **Decimal Degrees (D+[.d*])** in the Format drop-down list.
4. 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 it is automatically detected.
5. Under Coordinate Columns, choose **Longitude: -123.127416** in the Longitude drop-down list. In the Latitude drop-down list, choose **Latitude: 49.299093**.

Leave the Specify Schema settings as their default. These options allow you to customize the schema for each attribute column. More information is available in the MAPublisher 8.7 User Guide.

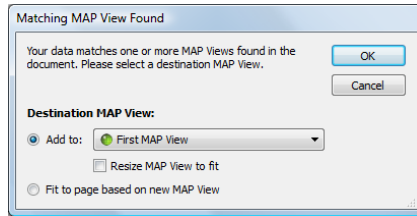
6. Click OK to accept the settings.

Text files do not hold information about the coordinate system so it must be specified.

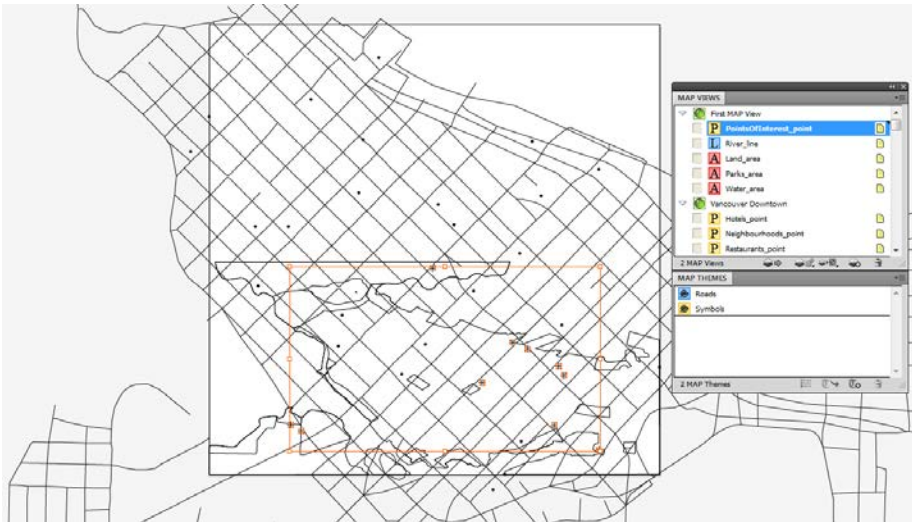
7. In the Source Coordinate System section, check the Same As option box and choose **First MAP View** in the drop-down list.

8. Click OK to continue with the import.

9. 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.



10. Click OK to add the points of interest to the First MAP View.



In the Adobe Illustrator Layers panel, a new layer called **PointsOfInterest_point** is added. It is also contained in the First MAP View in the MAP Views panel.

11. Save the document as **Vancouver Downtown.ai** to the Quick Start Guide & Data directory. Leave all save options as the default.

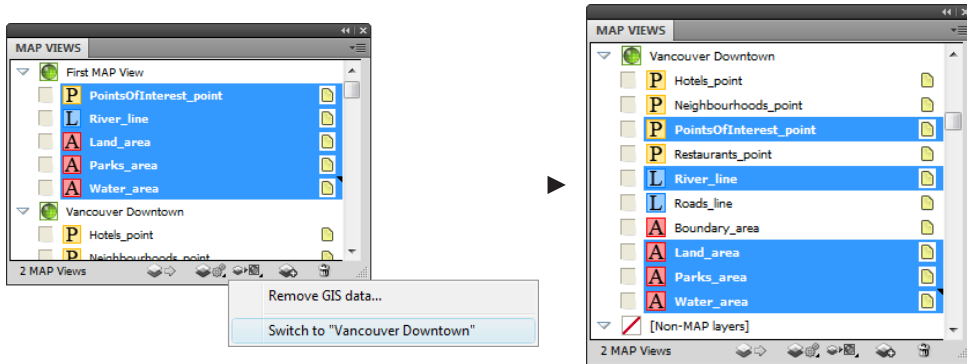
3 Reproject and scale

Continue working with your map or open *Vancouver Downtown 3.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 click Switch to "Vancouver Downtown".

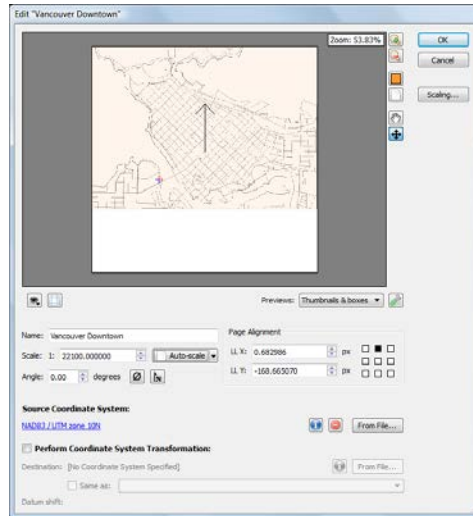
All layers are moved into the other MAP View, *Vancouver Downtown*. In the process of switching, the data is transformed to the *NAD83 / UTM zone 10N* coordinate system. All the data is now in the same coordinate system and aligns correctly.



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

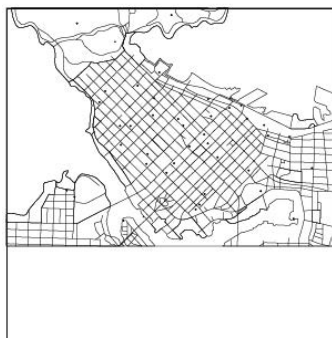
3.2 Scale and edit MAP View

1. In the MAP Views panel, double-click the **Vancouver Downtown** MAP View.
2. In the MAP View editor dialog box, choose **Thumbnails & Boxes** in the Preview drop-down list to see a preview of the map document.
3. In the Scale box, type **22100** to achieve a scale of 1:22,100.
4. Select the Top Center position (click the top center square) in the Page Alignment frame.



5. Click OK to accept the settings and close the MAP View editor dialog box.


The layers are scaled and centered to fit the top of the page. The chosen scale is appropriate to fit the data within the artboard. It needs a few more datasets that you'll add in the next section.

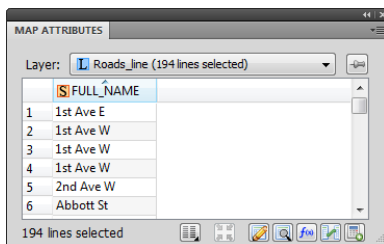



6. If necessary, save your Adobe Illustrator file.


4 Join Table to MAP Attributes

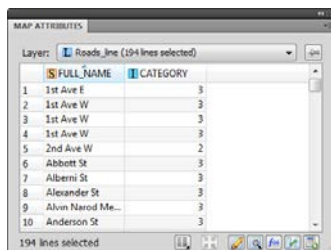
Continue working with your map or open *Vancouver Downtown 4.ai*.

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. From the MAPublisher toolbar, click the **MAP Attributes** button . Alternatively, choose *Window > MAPublisher > MAP Attributes*. In the panel, click the FULL_NAME column title 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. Then choose the following settings (keeping all other options as default):
 - Source Matching Column: **ROADNAME**
 - Destination 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.

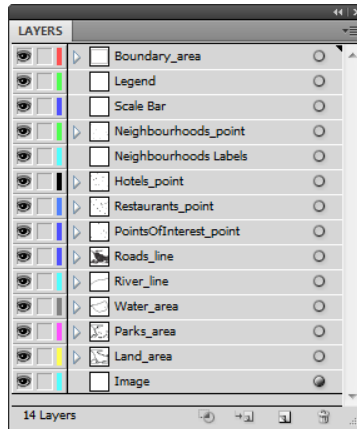
5. Make sure the dialog box matches above and click OK. Notice that a new attributes called CATEGORY is added to the Roads_line table. If necessary, sort the columns to see the same results above.
6. If necessary, save your Adobe Illustrator file.

5 Styling and MAP Themes

Continue working with your map or open *Vancouver Downtown 5.ai*.

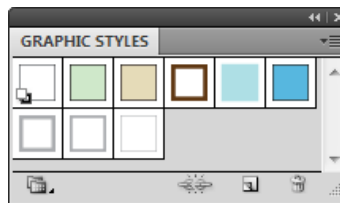
5.1 Organize layers

1. Rearrange the layer order in the Adobe Illustrator Layers panel as follows (click and drag the layers in the panel):



5.2 Apply graphic styles to areas manually


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.

Also notice the three additional graphic styles for the roads called Roads-Cat1, Roads-Cat2 and Roads-Cat3.

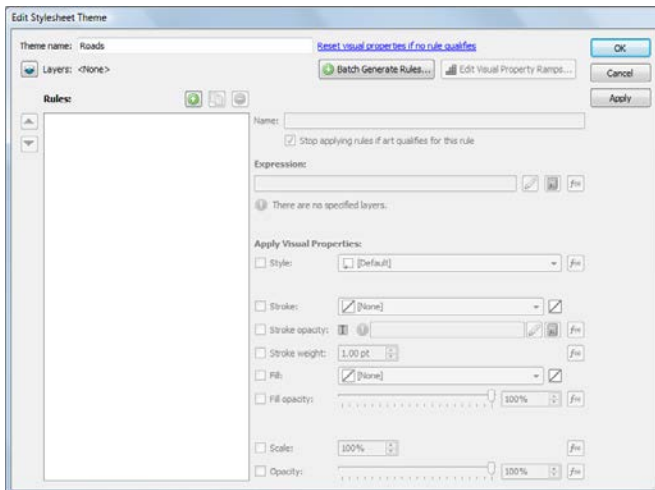
5.3 Apply Stylesheet MAP Theme to line layer

1. In the MAPublisher toolbar, click the **MAP Themes** button .

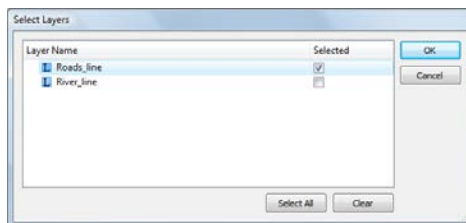


The Quick Start template file contains two existing Stylesheet MAP Themes: *Roads* and *Symbols*. These themes were created for your convenience, but they do not contain any rules yet to style the map. You'll create some rules to style the Roads and Symbols layers. For more information on creating and using MAP Themes, refer to the MAPublisher Tutorial Guide or the MAPublisher User Guide.

2. In the MAP Themes panel, double-click the **Roads** Stylesheet MAP Theme.

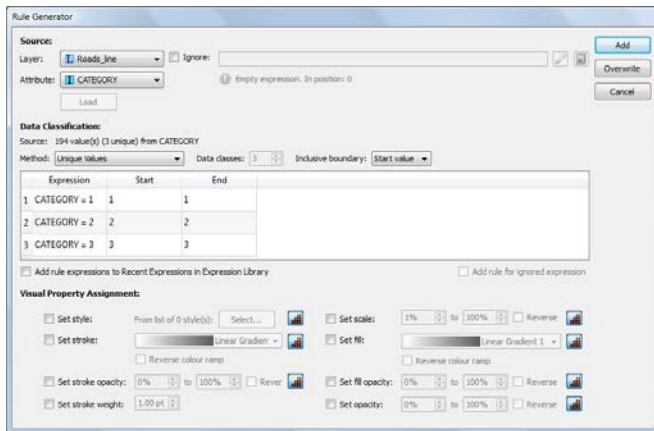


3. Click the Layers button to add the Roads Layer so rules can be generated for it. In the Select Layers dialog box, click the check box for the Roads layer and click OK.



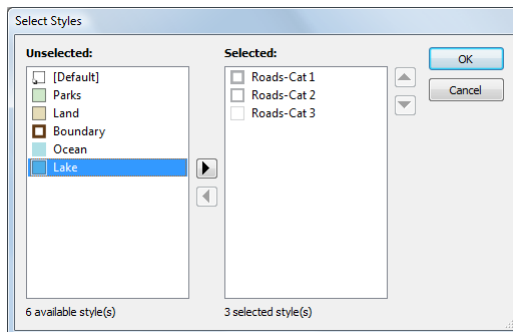
Notice that the Layer status lists the Roads layer. You'll now have to add generate rules for it.

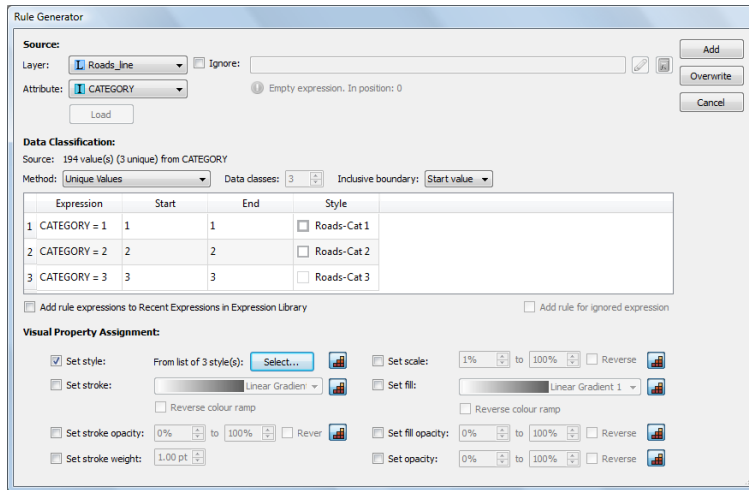
4. Click the Batch Generate Rules button.
5. In the Rule Generator dialog box, choose CATEGORY from the Attribute drop-down list and click the Load button. Under Data Classification, choose Unique Values from the Method drop-down list.



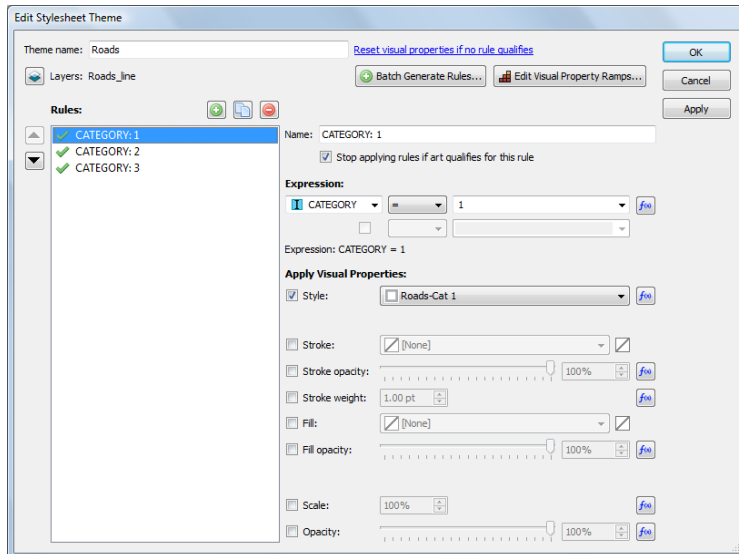
Notice that there are three categories for roads. The three graphic styles for roads, as seen in the previous exercise, can be assigned to these rules.

6. Under Visual Property Assignment, click the check box beside Set style, then click the Select button.
7. In the Select Styles dialog box, select **Roads-Cat1** and click the right-arrow button to move it into the Selected column. Repeat for **Roads-Cat2** and **Roads-Cat3**. Then click OK.





8. The styles have been successfully assigned to each rule. Click Add to close the Rule Generator.



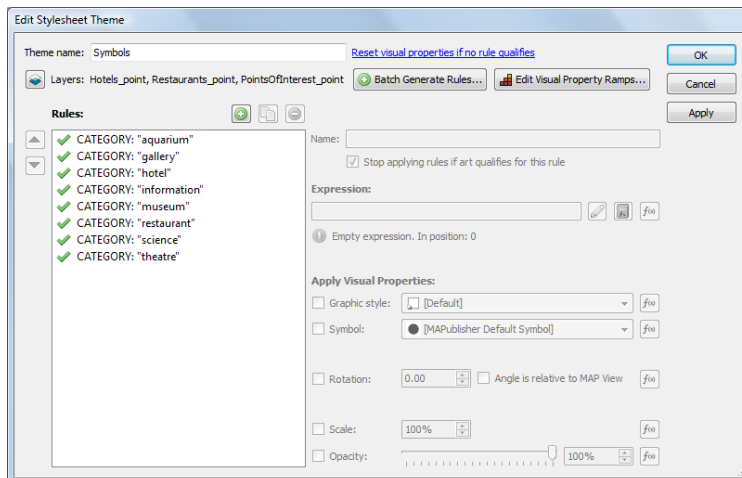
9. The new rules are now listed. Click Apply to apply the rules to the map.

The road lines styled properly according to the rules defined in the MAP Themes.



5.4 Apply Stylesheet MAP Theme to point layers

1. In the MAP Themes panel, double-click the **Symbols** Stylesheet MAP Theme.

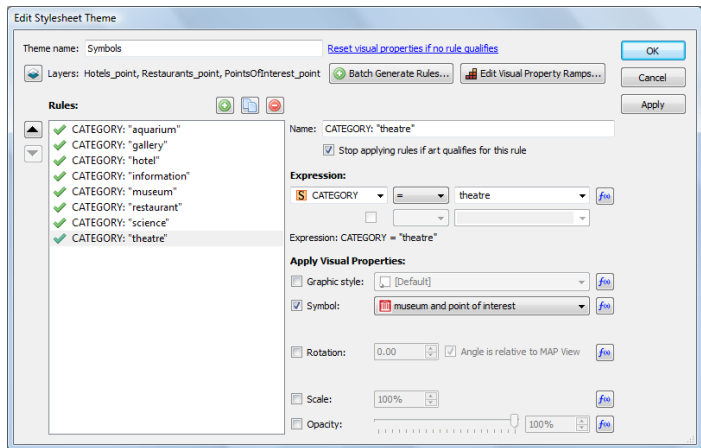


In the Edit Stylesheet Theme, the Hotels_point, Restaurants_point, and PointsOfInterest_point layers are chosen and the expression and symbol styles are all defined.

2. Click each rule to see its expression and symbol properties.

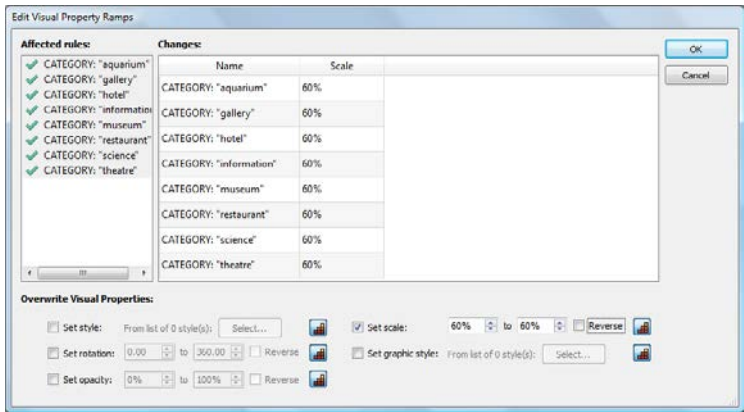
Notice how the science and theatre categories have the wrong symbol assigned to them (both are assigned a hotel symbol).

- Correct the errors and choose the appropriate symbol for the science and theatre categories. Assign the science category the **science centre** symbol and the theatre category the **museum and point of interest** symbol.



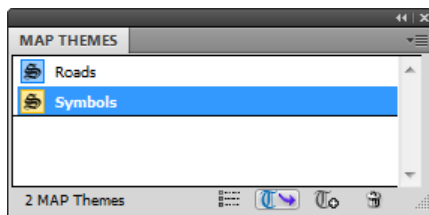
The three point layers used above can be used in a single Stylesheet MAP Theme because they share an identical attribute structure. You'll also edit all the rules at the same time to change the visual scale.

- Click the Edit Visual Property Ramps button. In the Edit Visual Property Ramps dialog box, click the check box beside Set scale and type **60%** into **both** boxes. Hint: set the scale in the box on the right before the left. Click OK.



- In the Edit Stylesheet Theme dialog box, notice that the scale for each rule is now set to 60%. Click OK to confirm the edits.

6. In the MAP Themes panel, click Symbols to select it, then click the Apply MAP Theme button.



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

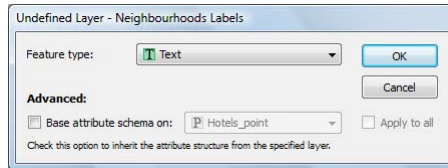



7. If necessary, save your Adobe Illustrator file.

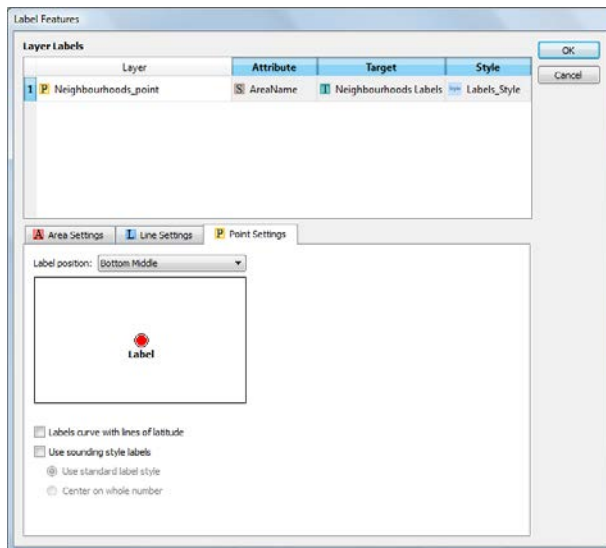
6 Labeling

Continue working with your map or open *Vancouver Downtown 6.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 **Text**, and click OK.



3. In the Adobe Illustrator Layers panel, click the target button next to the *Neighbourhoods_point* layer title to select all the art on that layer.
4. In the MAPublisher toolbar, click the **Label Features** button .
5. In the Attribute column drop-down list, choose **AreaName**. In the Target column, choose **Neighbourhoods Labels**, and in the Style column, choose **Labels_Style**.
6. In the Point Settings tab, set the Label position to **Bottom Middle** and click OK.



7. In the Adobe Illustrator Layers panel, turn off the *Neighbourhoods_point* layer as it will not be needed for the rest of the exercise.

The text from the *AreaName* attribute of the *Neighbourhoods_point* layer is inserted on the map, in the text layer *Neighbourhood Labels*.

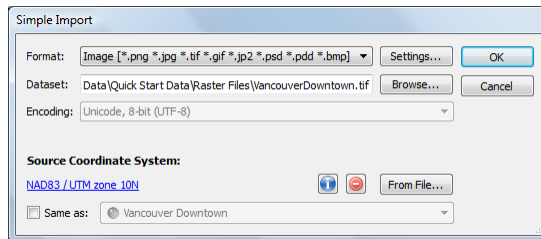


8. If necessary, save your Adobe Illustrator file.

7 Import GIS Raster Data

Continue working with your map or open *Vancouver Downtown 7.ai*.

1. From the MAPublisher toolbar, click the Simple Import button. Choose **Image** in the Format drop-down list and click the Browse button. Navigate to `\Quick Start Data\Raster Files`, select **VancouverDowntown.tif** and click Open.



2. Click OK to import the image. In the Matching MAP View Found dialog box, make sure the Add to: Vancouver Downtown MAP View is chosen and click OK.

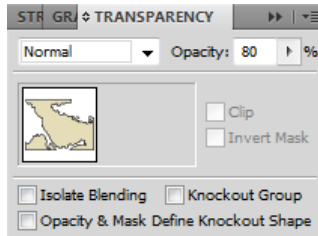


The image gets placed on the artboard but it is at the top of the list and hides all the other layers.

3. In the Layers panel, click and drag the VancouverDowntown_image layer to the bottom of the list.

You'll add some transparency to the Land layer so that the raster can still be seen.

4. Select all objects on the Land_area layer. Open the Transparency panel and change the opacity to **80%**.



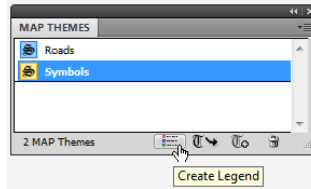
5. If necessary, save your Adobe Illustrator file.

8 Legend and Scale Bar

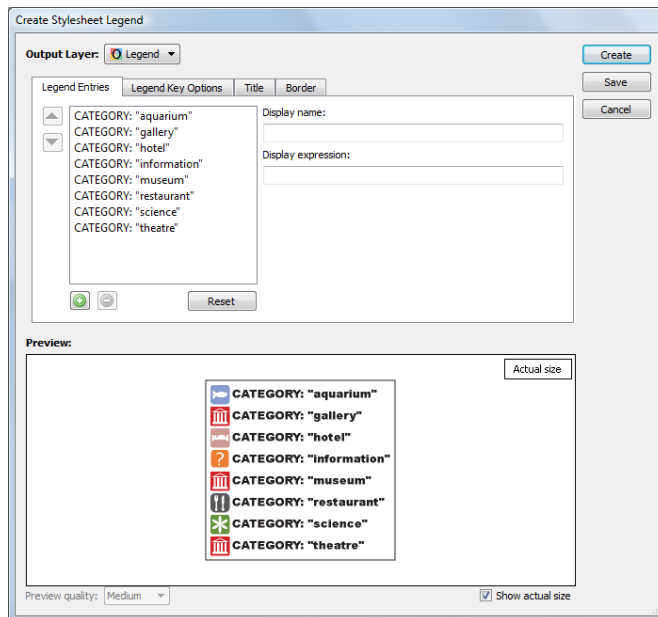
Continue working with your map or open *Vancouver Downtown 8.ai*.

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. In the Undefined Layer dialog box that appears, set the MAP layer Feature Type to **Legend** and click OK.
2. In the MAP Themes panel, select *Symbols* and click the Create Legend button at the bottom.



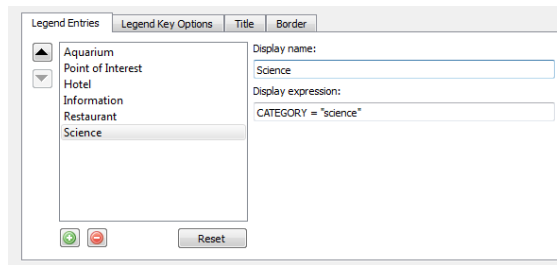
3. A message states there are no legend entries in the stylesheet and asks if you want to create a default legend, click Yes to continue.



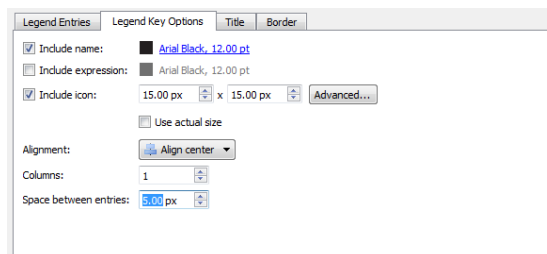
The Create Stylesheet Legend dialog box appears. A preview shows what the legend may look like. You'll change several options to make a nicer looking legend.

Since the "theatre", "museum" and "gallery" have the same symbol to represent it, you'll remove two of them and leave only one to represent them as a point of interest.

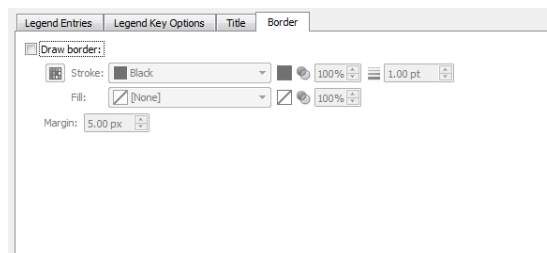
- In the Legend Entries tab, select CATEGORY: "museum" in the entries list and click the Remove button. Also, remove the CATEGORY: "theatre" entry.
- Change the display name of each entry in the Display name box. Select the CATEGORY: "gallery" entry and rename it to **Point of Interest**. Rename the remaining entries like so:



- In the Legend Key Options tab, change the size of the icon to **15.00** px by **15.00** px. Change the Space between entries to **5.00** px



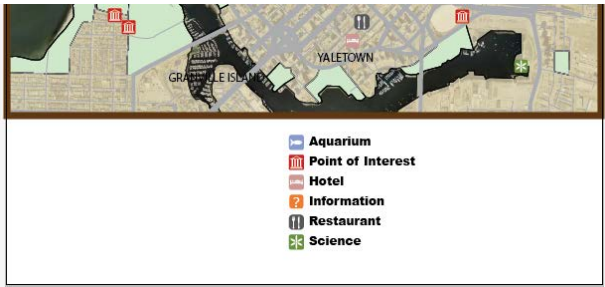
- In the Additional Options, click the Draw border option to uncheck it.



- Click the Create button to finish and place the legend on the document.

By default, the legend is positioned at the centre of the map on the Legend layer.

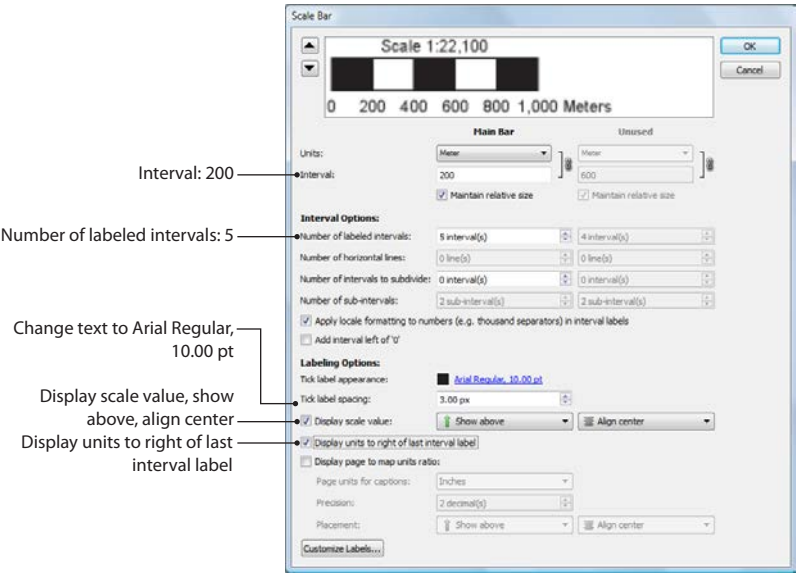
9. Position the legend to the white space beneath the map.



Note: These legend categories are grouped together.

8.2 Create a scale bar

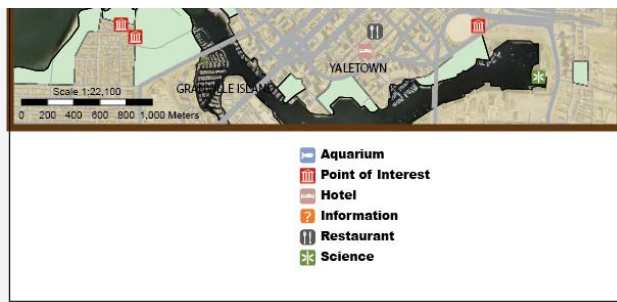
- 1. In the MAP Views panel, under [Non-MAP layers], click and drag the *Scale Bar* layer to the *Vancouver Downtown* MAP View. In the Undefined Layer dialog box that appears, set the MAP layer Feature Type to **Legend** and click OK.
- 2. With the *Scale Bar* layer selected, click the **Scale Bar** button on the MAPublisher toolbar. If necessary, choose Scale Bar as the correct MAP Legend layer to use. In the Scale Bar dialog box, expand the Advanced section and make sure your settings match the following and click OK.



3. 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.



4. Move the scale bar to the lower left corner of the map extent.



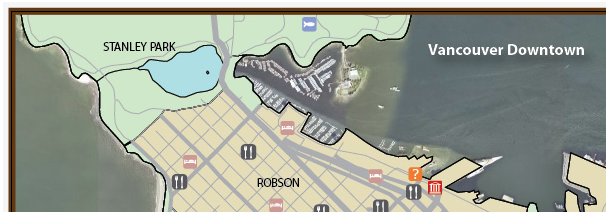
5. If necessary, save your Adobe Illustrator file.

9 Export to Web

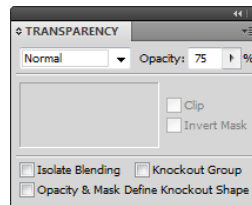
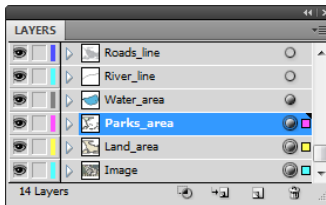
Continue working with your map or open *Vancouver Downtown 9.ai*.

9.1 Finalize map

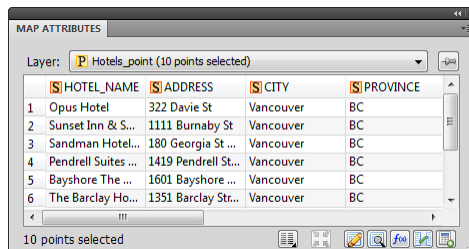
1. In the Adobe Illustrator Layers panel, select the *Legend* layer.
2. Using the Type tool, type **Vancouver Downtown** and move it to the upper right corner of the map. Use a white color and larger font or choose the **Title_Style** from the Character Styles panel. Optionally, add a drop shadow to 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.




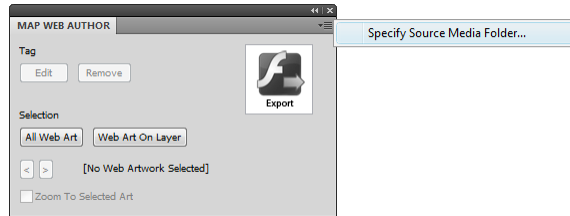
4. Select all art on the **Hotels_point**, **Restaurants_point** and **PointsOfInterest_point** layers and open the MAP Attributes panel to review the attributes schema of each. Use the Layer drop-down list to switch between selected layers. Become familiar with the attribute structure before exporting to a Flash map.



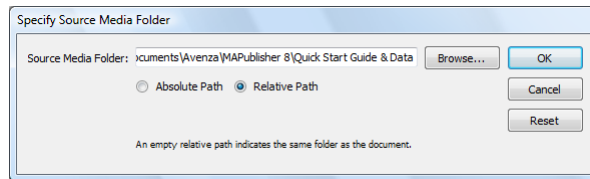
9.2 Using MAP Web Author

The MAP Web Author panel provides access to create and edit web tagged content. First, you'll create callouts for the Hotel points layer, then for the Restaurants and Points of Interest layers.

1. In the MAPublisher toolbar, click the **MAP Web Author** button .
2. From the panel option menu, choose **Specify Source Media Folder**.

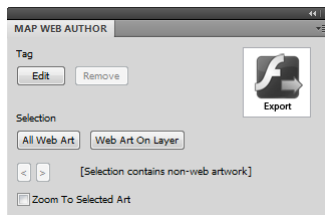


3. In the Specify Source Media Folder dialog box, select the Relative Path option, browse to the directory `\MAPublisher 8\Quick Start Guide & Data`, and click OK.



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 **%HOTEL_NAME%**.

Alternatively, copy the text from the **Web Author Formatting.txt** file (located in \Quick Start Guide & Data\Quick Start Data\Additional Files).

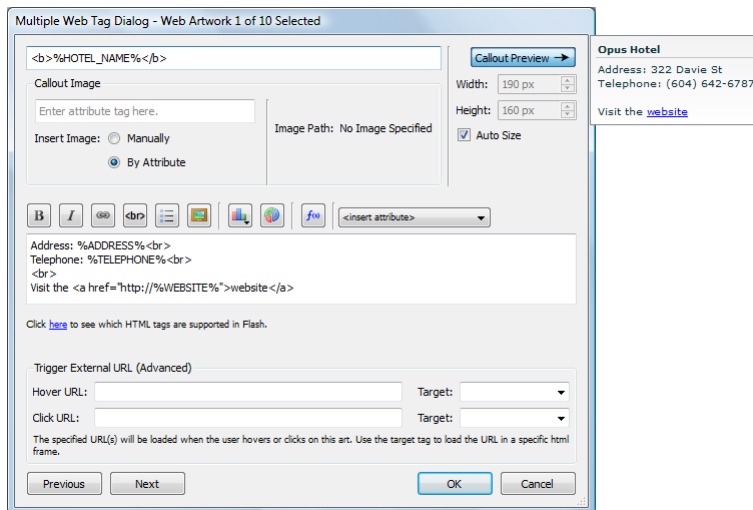
7. Click the Callout Preview button, then click the Auto Size check box to automatically resize the callout.
8. Type (or copy from *Web Author Formatting.txt*) the following text content for the callout:

Address: %ADDRESS%

Tel ephone: %TELEPHONE%

Visit the websi te

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
 indicates a line break. The results of this formatting can be seen in the Callout Preview window. For more information, refer to chapter 15 of the MAPublisher User Guide.



Attribute column information may also 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.

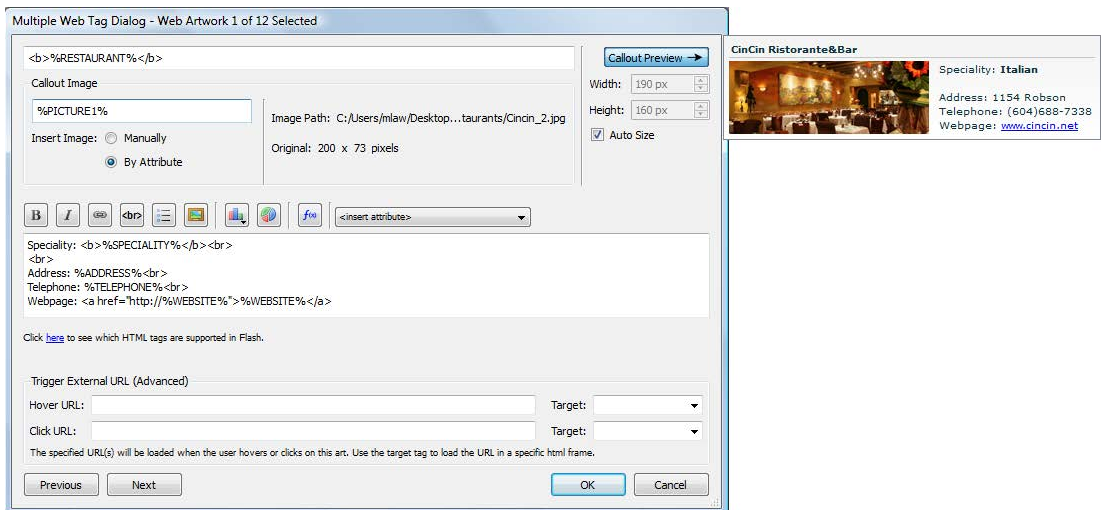
9. Make sure the dialog box matches the one above and click OK.

Now create callouts for the restaurant points layer.

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 **%RESTAURANT%**.
13. Click the Auto Size check box.
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.

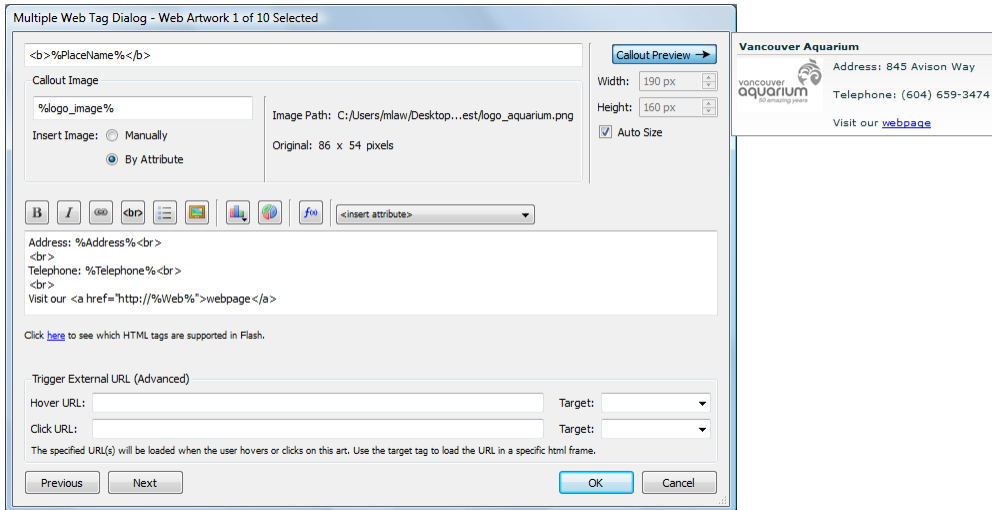


16. Make sure the dialog box matches the one above and click OK.

Now create callouts for the points of interest point layer.

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 `%PlaceName%`.
20. Click the Auto Size check box.
21. In the Callout Image frame, select the **By Attribute** option and type `%l o g o _ i m a g e %` in the box above.
22. Type in (or copy from *Web Author Formatting.txt*) the following text content for the callout:

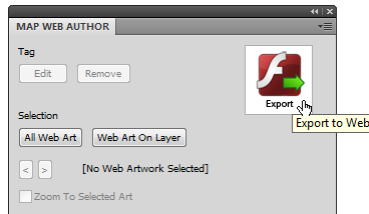
```
Address: %Address%<br>
<br>
Tel ephone: %Tel ephone%<br>
<br>
Vi s i t  o u r  <a href="http://%Web%">webpage</a>
```



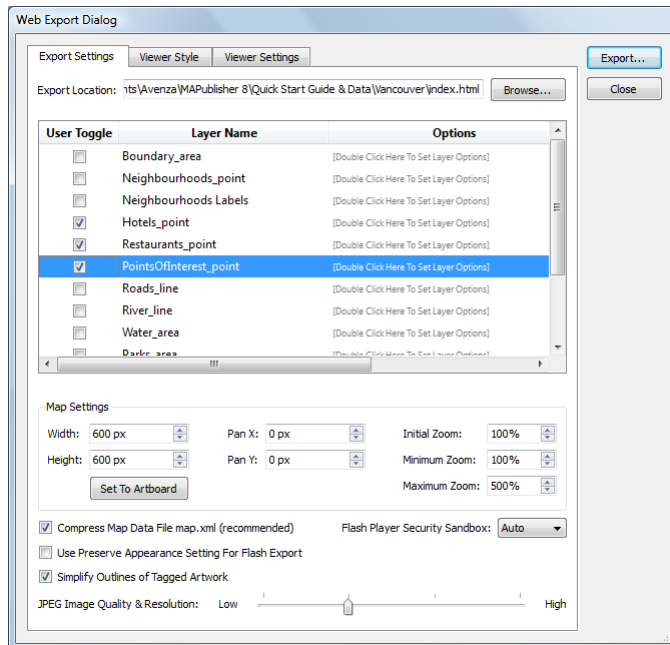
23. Make sure the dialog box matches the one above and click OK.
24. If necessary, save your Adobe Illustrator file.

9.3 Export to Web

1. In the MAP Web Author panel, click the Export button.



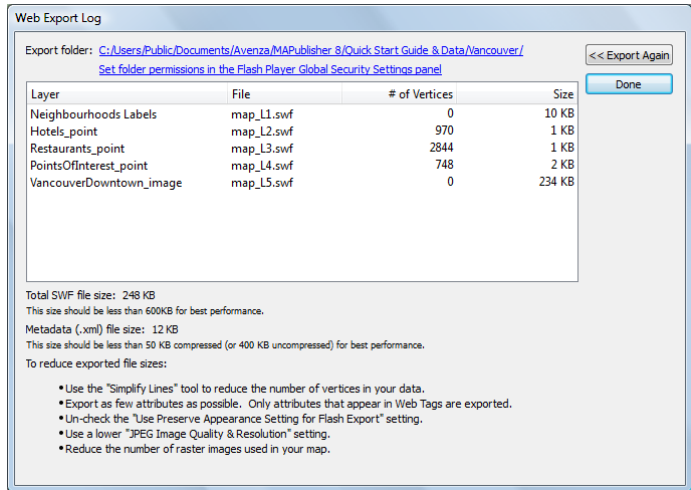
2. Beside the Export Location box, click the Browse button, navigate to `\MAPublisher 8\Quick Start Guide & Data` and create a new folder called **Vancouver**, type **index.html** as the file name and click Save.
3. In the layers list, under the User Toggle column, check the boxes for **Hotels_point**, **Restaurants_point** and **PointsOfInterest_point**.



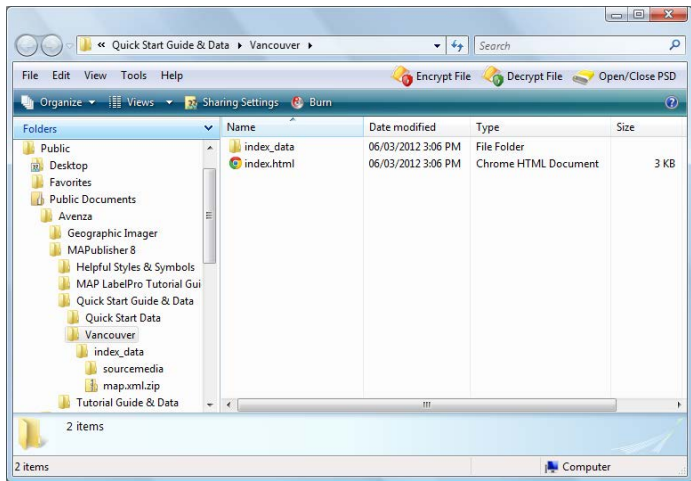
Optionally, click the Viewer Style and Viewer Settings tab to view all the settings and options that can be potentially changed. However, for this tutorial, leave them at the default settings.

4. Make sure the dialog box matches the one above and click Export.

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



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



6. 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). If you encounter Adobe Flash Security settings, please follow the on-screen instructions to allow access to the export folder.



Created with [Avenza MAPublisher](http://www.avenza.com/MAPublisher)®

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 8.7 Tutorial Guide and Chapter 15 of the MAPublisher 8.7 User Guide. These documents are installed with MAPublisher 8.7 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 8.7 Tutorial Guide and in Chapter 17 of the MAPublisher 8.7 User Guide.

Congratulations, you have completed the MAPublisher 8.7 Quick Start Guide. From here, you can look at more detailed and advanced exercises in the MAPublisher 8.7 Tutorial Guide, the MAPublisher 8.7 User Guide and the Avenza Resources blog and user forum for tips and tricks (www.avenza.com).