

# CARTOGRAPHY IN CREATIVE CLOUD

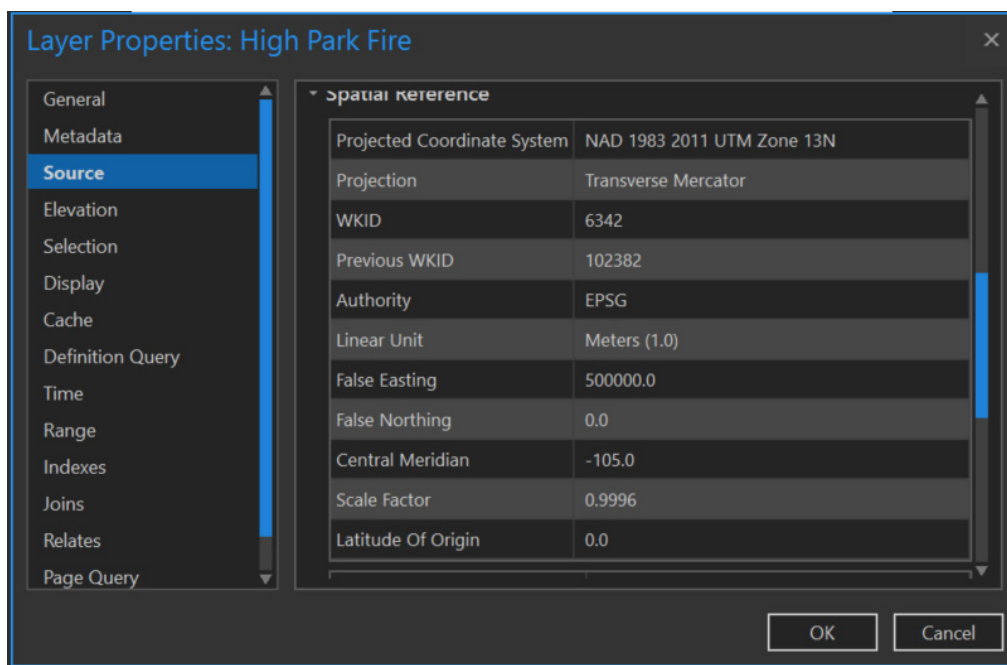
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## SET YOUR PROJECTION

### IN ARCGIS PRO

Right-click the data frame name and choose Properties to bring up the Data Frame Properties dialog box.

Click the Coordinate System tab and navigate to the desired coordinate system for your map display



### TO CONSIDER

For web maps, Mercator is the popular choice but be aware that this projection is widely considered inappropriate for many kinds of thematic mapping or anything larger than local areas. If you are making choropleth or dot density maps, look for an equal-area projection.

### DISTORTION

What specific map property do you need to preserve?

### AREA

Maps of density demand equal area projections

### FORM

Conformal projections are often good for general-purpose reference mapping, where we want to keep places looking recognizable and familiar

### DISTANCE

If you'd like to show, visually, how far one thing is from another, you're going to need to preserve distance

### DIRECTION

Also helpful for navigation