

Here you analyze the population, employment, and family income demographics of neighborhoods in Holyoke (MA) and present your analysis as a GIS poster that includes a map, a table, a chart or two, and explanatory text around the following questions:

1. Which neighborhood has the highest/lowest percentage of Whites? Non-Whites? Why?
2. Which neighborhood had the highest/lowest percentage of unemployed adults? Why? What about family income in relation to race and employment?
3. What conclusions can you reach regarding ethnic diversity, family income, and unemployment in Holyoke?
4. What new questions emerged from your analysis? Given additional time, how could you expand your analysis to answer these questions?

Create a GIS Poster in 11 by 17 inches with landscape orientation. Your poster will contain one data frame with a choropleth map, a data analysis table, at least one chart, and text explaining your analysis. Leave a 0.5 inch margin and add neat lines once the map is completed.

Data. Download the Holyoke Neighborhood zip archive from our course website. Use the shapefile *holyokecensustracts* as your main analysis layer.

Map Data Frame. Create a map focused on Holyoke. Label the neighborhoods with their census tract code and color them as a function of their population in 2013. Use a base layer from ArcGIS Online and the MA town lines as base layers.

Data Analysis Table. Create a MS Excel spreadsheet from the *holyokecensustracts* attribute table. Delete unneeded columns, calculate new columns as specified below, and sort the table ascending by population. Copy and paste the completed table into ArcGIS Desktop.

Col 1	Census Tract Code
Col 2	Total Population in 2000
Col 3	Percentage White
Col 4	Percentage Non-White
Col 5	Total adults (POP_16)
Col 6	Percentage employed adults
Col 7	Percentage unemployed adults
Col 8	Median Family Income

Chart. Create one or more charts in MS Excel to visualize important aspects of your analysis. Copy and paste the completed chart(s) into ArcGIS Desktop.

Text. Add text to your map documenting, describing, and interpreting your analysis (data are based on the 2013 American Community Survey).

Your GIS poster has to be understandable without additional explanations or an accompanying written report. Think of it as being displayed on the wall outside of Bates 22 – a normal person walking by should be able to fully understand your poster.

Comments. Always consider the big-picture - you are telling a story people here in our area and they are also your audience!

Consider the layout of your GIS poster before you start: how large should the map be to leave enough room for the other poster components (table, graphs, text, etc.). Create a well-organized poster that includes as much information, analysis, and interpretation as possible (= do not leave large empty white spaces or use ridiculously large fonts just to 'waste' space), but also do not clutter your map or include unnecessary detail.

There are language-specific ways in which most people read. In English, it is top-to-bottom and left-to-right. Do not use organizational constructs that defy reader gravity - it will confuse viewers, which is not what you want to happen.



Your poster should have a good visual balance of figures and text, separated by appropriate white space. Balance occurs when images and text are oriented and reflected (at least approximately) along and across a central horizontal or vertical axis.

Please be organized with your data, files, maps, etc. - use a dedicated folder with appropriate sub-folders for this project!

Deliverables. Please submit professional, well-designed, and error-free poster printed in color. Use proper English language and professional formatting and layout. Think in terms of using this GIS poster as a sample of your GIS skills for a job interview.

- Export your poster as a JPG file and email to me.
- Include this project on your blog or website.
- Due Date: Wednesday 16 September 2015 at the beginning of class.

⇒ Contact me for help or clarification of this project or my expectations as needed - I'm here to help!