Tell Your Story Using Story Maps

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What We'll discuss

1. About Story Map Apps
2. Crafting your Story Map: Tips and Considerations
3. How to Customize Our Apps for Your Stories
4. Why Do Story Maps Matter?

What are Story Maps?

Open Source

Your text, photos, video

ArcGIS Online

- Story maps are simple web apps that combine intelligent web maps with multimedia content to tell geography-based stories.

- Story maps inform, educate, entertain, and inspire people about a wide variety of topics.

Story Maps are…

Sophisticated?

Multi-purpose?

PC Only?

Passive?

For Advanced Users?

Simple

Single Purpose

Responsive

Engaging

For Everyone

What story do you want to tell...

Show Me Where

Show Me What

Show Me When

Show Me How Much

Our Website

- **storymaps.arcgis.com**
- **http://esri-ea.maps.arcgis.com/apps/PublicGallery**

Templates

Story Map Tour

Story Map Playlist

Story Map Swipe

Story Map Shortlist

Story Map Tabbed

Story Map Spyglass

Story Map Countdown

Story Map Side Accordion

Story Map Journal

Crafting Your Story Map: Tips and Considerations

Story Map Ingredients

An idea…

Some thinking…

Media

Links

Locations

Web map

Story Map Template

Accessibility

When you start with a map

(1) Choose basemap

(2) Add layers...

(3) Configure / style

(4) Save and Share

Configuring the map experience

Layer Pop-ups

Transparency

Display Scale Range

Options depend on layer type

A great app starts with a great map

After you save and before you share

Good Thumbnail

Concise Summary

ETOPO1 Global Relief Model: Color Shaded Relief

A map service providing a color shaded relief visualization of the ETOPO1 1 arc-minute global bathymetry/topography data from NOAA's National Geophysical Data Center.

Map Images by NOAA_NGDC

Source: Map Service

Last Modified: January 22, 2014

★★★★★ (4 ratings, 41,659 views)

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OPEN

Great Description

Good Tags
Usage Notes
Etc...

Description

ETOPO1 is a global relief model of Earth's surface that integrates land topography and ocean bathymetry. The spatial resolution is 1 arc-minute, or approximately 1 km. It was built from numerous global and regional data sets, and is available in "Ice Surface" (top of Antarctic and Greenland ice sheets) and "Bedrock" (base of the ice sheets) versions.

Story Map Tour

Playlist and Countdown

Side Accordion

Shortlist

Brazil World Cup Shortlist
A story map
The world's most popular sporting event, the soccer World Cup, is being held in Brazil. Explore the host cities, the stadiums, and our selection of some cool places in each region where the matches are being played.
esri
The Cities
The Stadiums
Some Cool Places
Zoom
1 Teatro Amazonas
2 Novo Airao
3 Presidente Figueiredo
4 Festival of Boi-Bumba
5 Santarem
6 Morro Branco Labyrinth
7 Canoa Quebrada
8 Ubajara National Park
9 Chapada do Araripe Environmental Protection Area
10 Serra de Capivara National Park
11 Fernando de Noronha and Rocas Atoll
12 Pipa Ecological Sanctuary
BRAZIL
PERU
BOLIVIA
PARAGUAY
URUGUAY
CHILE
ARGENTINA
COLOMBIA
VENEZUELA
GUYANA
SURINAME
FR. GUIANA
EQUATOR
Manaus
Belém
Fortaleza
Recife
Salvador
Brasília
Goiânia
Belo Horizonte
Rio de Janeiro
Santos
Curitiba
Porto Alegre
Lima
La Paz
Sucre
Santiago
Buenos Aires
Montevideo
Bogotá
Medellín
Cali
Quito
Guayaquil
Caracas
Maracaibo
Valencia
Georgetown
Paramaribo
Panama City
Barranquilla
San José
Managua
Tegucigalpa
Guatemala City
San Salvador
Amazon Basin
Mato Grosso Plateau
Guiana Highlands
Pampas
Peru Basin
Brazil Basin
Guiana Basin
Guinea Basin
Nasca Ridge
Peru-Chile Trench
Chile Rise
Rio Grande Rise
Walvis Ridge
Mid-Atlantic Ridge
Tropic of Capricorn
Equator
Ascension
Saint Helena
Tristan da Cunha
National Geographic, Esri, DeLorme, HERE, UNEP-WCMC, USGS, NASA, ESA, METI, NRCAN,...
POWERED BY esri

Lure your audience into your story

- **Active, descriptive, enticing title – not a label**
- **Subtitle complements and strengthens by adding more detail**

Or

Brand yourself

Esri logo and link

Your logo and link

Find your story map

Hosted & Download

- Map Tour
- Swipe
- Basic
- Compare
- Text and Legend
- Map Journal

Download Only

- Shortlist
- Countdown
- Playlist
- Side Accordion
- Map Matrix

Choose hosted when you can

Media in your story maps

- Must be hosted somewhere…
- Photos must be sized appropriately for use*
  - Feature photo, thumbnail, pop-up, index
- Media must be directly accessible
  - Photo URL must point to source, no viewers
  - Standard video players are directly supported
- Your mileage may vary, some assembly may be required with other options…

Media storage

- Hosted
  - Flickr, Facebook, Picasa
  - YouTube, Vimeo
- Other hosting options
  - Your own servers, GoDaddy, etc…
  - Box, DropBox, Google Docs
  - Custom
- ArcGIS Services
  - ArcGIS Online feature layers (attachments)
    - Requires organizational subscription, consumes credits
  - ArcGIS for Server feature services (attachments)

Photo size

Featured Photo

Thumbnail

Pop-up

Index Photo

Consistency matters!

Things to keep in mind

- Each story map template is unique
- Required elements and formatting will differ
- Some template override web map configuration
- Web maps must be public (best practices apply)
- Web map and other story map components must not be deleted or moved

Customization

Template source code

- Source download from GitHub
- Delivered as Zip file
- Edit using any text editor

Demonstration

Q&A

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