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?

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? Simple
- Multi-purpose? Single Purpose
- PC Only? Responsive
- Passive? Engaging
- For Advanced Users? 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

Great Story Maps and How to Emulate Them
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…

Web map

Locations

Media

Links

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
ETOP01 Global Relief Model: Color Shaded Relief

A map service providing a color shaded relief visualization of the ETOP01 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)

Sign in to rate this item.

Description

ETOP01 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.
Urban Art Gallery: Celebrating Paris's Visual Kaleidoscope

From fountains to carved facades, from graffiti to pavement markings, from store windows to market stalls, the streets of Paris offer an ever-changing feast for the eyes.
Playlist and Countdown
Side Accordion

Cradle Coast NRM investment for the 2011-13 program
Cradle Coast NRM staff have mapped on-ground works for projects undertaken throughout the region.

1. Biodiversity Program
   - Landscape scale conservation to increase, farmers adopting activities that contribute to the ongoing conservation and protection of biodiversity.
   - Increase the area of native habitat and vegetation that is managed to reduce critical threats to biodiversity and to enhance the condition, connectivity and resilience of habitats and landscapes especially for nationally threatened species and

2. Coastal Program

3. Land Program

4. Weed Control
Shortlist

Brazil World Cup Shortlist

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.
Lure your audience into your story

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

A huge international ivory trade threatens the future of Africa's wild elephants
Illegal poaching has caused populations of African elephants to plummet. Earth's largest land mammal is doomed to extinction in the wild unless demand for ivory is reduced and poaching is halted.

Or

SPATIAL NARRATIVES & DEEP MAPS
NEH Institute for Advanced Topics in the Digital Humanities
Brand yourself

A story map

Esri logo and link

Your logo and link
Find your story map

<table>
<thead>
<tr>
<th>Hosted &amp; Download</th>
<th>Download Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Map Tour</td>
<td>• Shortlist</td>
</tr>
<tr>
<td>• Swipe</td>
<td>• Countdown</td>
</tr>
<tr>
<td>• Basic</td>
<td>• Playlist</td>
</tr>
<tr>
<td>• Compare</td>
<td>• Side Accordion</td>
</tr>
<tr>
<td>• Text and Legend</td>
<td>• Map Matrix</td>
</tr>
<tr>
<td>• Map Journal</td>
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</tbody>
</table>

*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)
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

Explore The Rockefeller Foundation Resilient Cities
Building resilience is about making people, communities, and systems better prepared to withstand catastrophic events.

Cradle Coast NRM investment for the 2011-13 program
Cradle Coast NRM staff have mapped our ground works for projects undertaken throughout the region.

1 Biodiversity Program
Increase the area of native bushland and vegetation that is managed to reduce critical threats to biodiversity and to enhance the condition, connectivity and resilience of landscapes and ecosystems, especially for nationally threatened species and ecological communities.

2 Coastal Program

3 Land Program

4 Weed Control
Template source code

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