# Storytelling with Esri Story Maps

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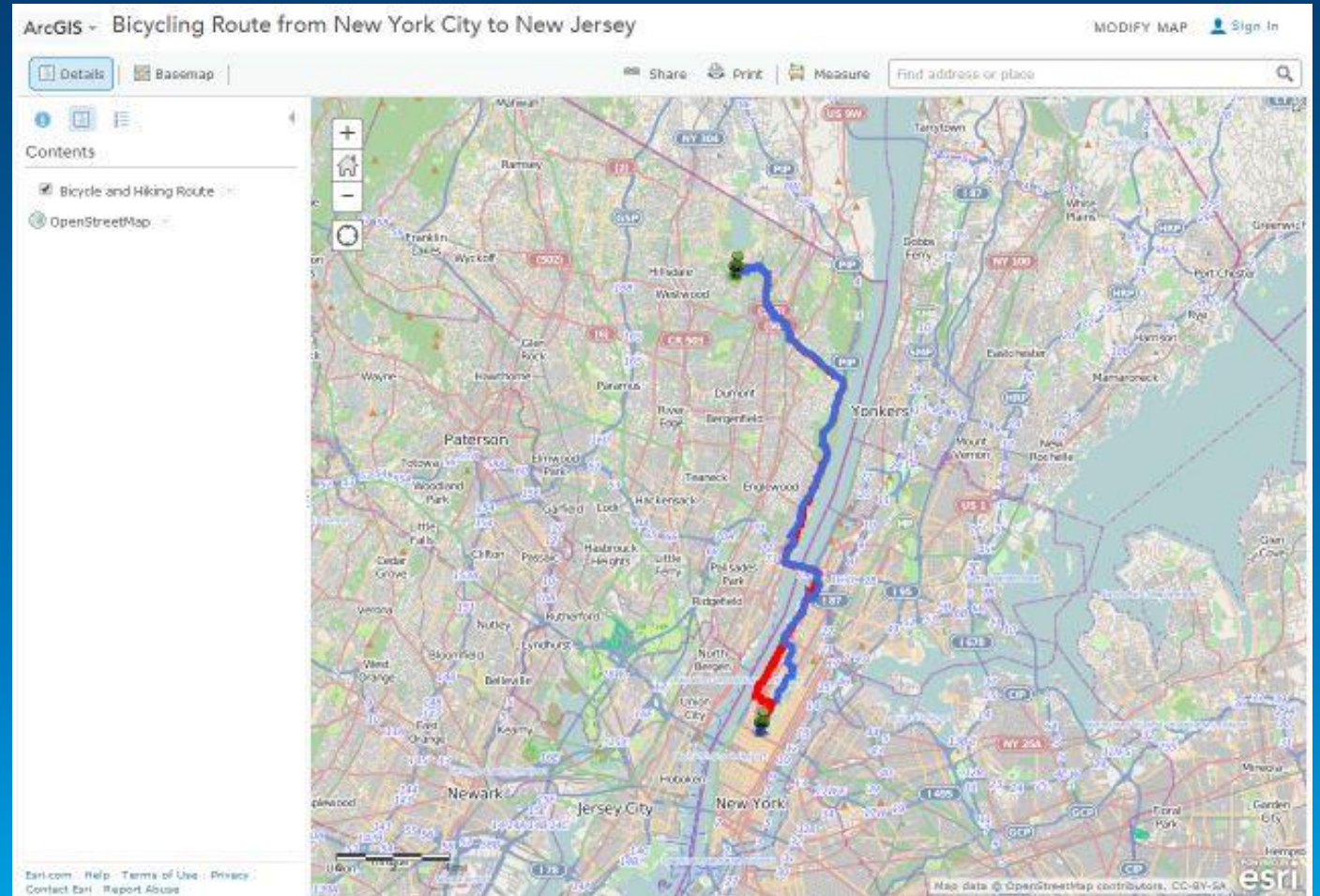
Education GIS

# Story Maps

- Maps have been used to tell stories for thousands of years.

- Story maps are powerful and compelling.

- Story maps are [relatively] easy to create.

- Story maps are accessible, multi-platform, and serve many purposes in education and beyond.

# Story Maps

- Story maps provide good ways to teach content.

- Story maps provide good ways to teach GIS, data, computer, multimedia, and other technical skills.

- Story maps provide good ways to teach critical thinking, organizational skills, and other skills.

- Story maps provide good ways to assess student work.

- Story maps provide good ways for students to build skills in communications, and even art!
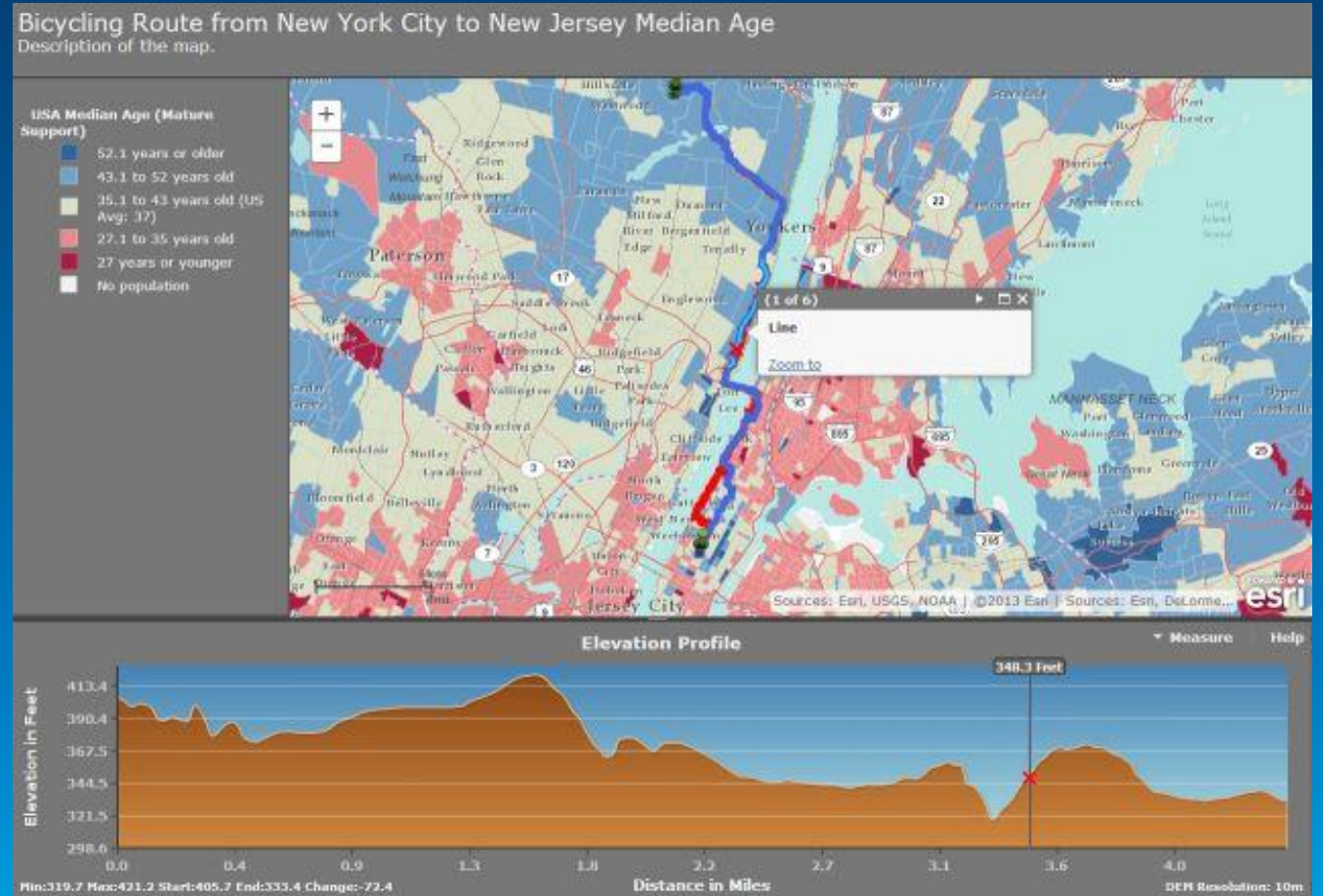
- Begin: http://storymaps.arcgis.com

# Maps vs. Apps: Maps

- **A web map is stored in the ArcGIS Online cloud and contains the full interface and set of tools with which the map users can interact.**

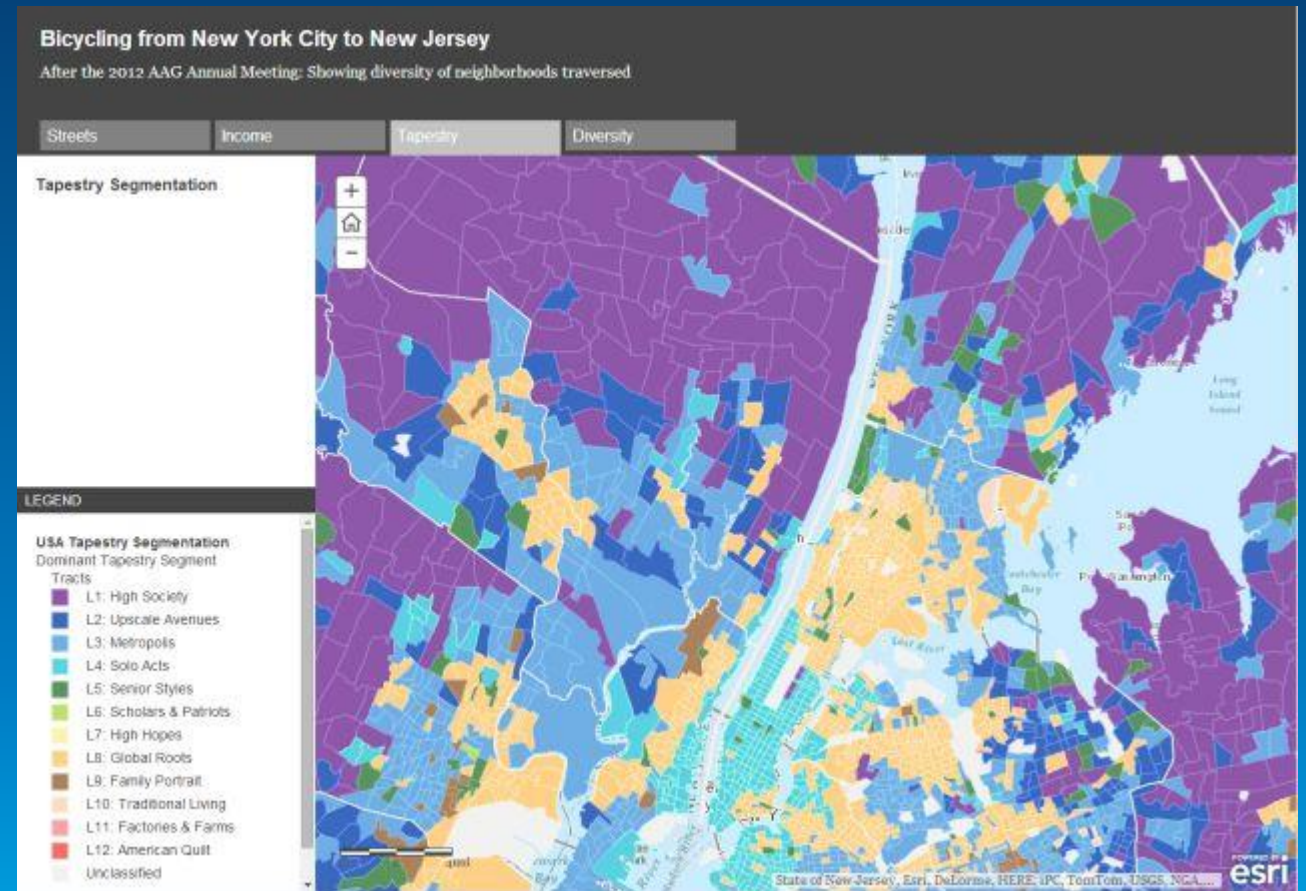- **At right is a web map for a bicycling route I took from New York City to New Jersey.**

# Maps vs. Apps: Apps

- **A web app is stored in the ArcGIS Online cloud as well, but contains a specialized or reduced set of tools for the map user to interact with.**

- **At right is a web app for the same bicycling route I took from New York City to New Jersey.**

# Maps vs. Apps:  Story Maps are Apps!

- A story map is a type of **app** that is stored in the ArcGIS Online cloud, and has a specific set of tabs, text, photographs, video, and audio capabilities presented to the map user.

- At right is a web **story map app** for the same bicycling route I took from New York City to New Jersey.



Bicycling from New York City to New Jersey
After the 2012 AAG Annual Meeting: Showing diversity of neighborhoods traversed

Streets    Income    Tapestry    Diversity

Tapestry Segmentation

LEGEND

USA Tapestry Segmentation
Dominant Tapestry Segment
Tracts
- L1: High Society
- L2: Upscale Avenues
- L3: Metropolis
- L4: Solo Acts
- L5: Senior Styles
- L6: Scholars & Patriots
- L7: High Hopes
- L8: Global Roots
- L9: Family Portrait
- L10: Traditional Living
- L11: Factories & Farms
- L12: American Quilt
- Unclassified

# 2 Main Ways to Create Story Maps

1. Publish ArcGIS Online map to a web application. Choose story map for the app type. These are stored on the Esri-hosted server.

2. Download and customize story map templates for your own use. Upload story maps and related files to <u>your own</u> server.

**For both methods:**

- Story maps are based on ArcGIS Online maps!

- If you change the map, the story map (and other) apps change as well!

# 3 Key Points about Story Maps

1. The story maps available for use in education are rapidly expanding.

2. The tools to create story maps are rapidly evolving and becoming more varied and easier to use.

3. Good planning makes for a good story map.

# Method 1:  Story Maps as Web Applications

- Upload and organize your multimedia:  Photos and videos.

- Start with an existing map or new map.

- Share and publish to a web application.


- Show example: International Perspectives on Teaching and Learning with GIS in Secondary Schools.

- Other examples on http://www.josephkerski.com
  - Texas A&M University
  - Lost Detroit

# Hands-On Activities

1. Exploring Story Maps.

2. Creating a web map and a story map web application.

3. Creating a map tour story map.

4. Adding content to a map tour story map.

5. Using the downloadable story map templates: Demo.

# Hands-on Activity 1:  Exploring Story Maps

- Examine the story maps gallery:
-  http://storymaps.arcgis.com

- 1.  Browse the gallery and select one map that you like or find useful in education.

- 2.  Discuss with your neighbor what you found interesting or useful about your chosen story map.

**Hands-on Activity 2:  Creating a web map and a story map web application.**

1. Start new map.

2. Add layer from ArcGIS Online:  **state_high_points owner:jjkerski**

3. Symbolize and classify differently; change layer name; create bookmarks.

4. Save map as ArcGIS Online map.  Share map.

5. Share map again and this time, create web application:  Storytelling Basic.

# Hands-on Activity 3:  Creating a Map Tour Story Map

1. Go to http://storymaps.arcgis.com and "Browse the story map apps" → sequential based narratives → Build a Tour.

2. Images are on:  Picasaweb/Google Plus under jkerski@esri.com in album: "A Walk To the San Diego Airport Geotagged."

3. Add captions, title, subtitle, metadata.  Save and share.

4. Examine settings, add, organize, import.

# Hands-on Activity 4:  Adding Content to a Map Tour Story Map

1. Change one of the tour points from a photograph to a video.  Access the "tall masts" tour point.  In a separate browser tab or window, access video:   Star of India Ship, San Diego harbor, at: https://www.youtube.com/watch?v=Q2ZhfvfaD1g

2. Share, Embed, copy source code URL.  On map tour:  Change media to video, paste URL. Make sure http:// appears at beginning of URL.  Apply.  Test.

3. Go to My Content.  Open web map.  Add Layer from File: GPX file.  Symbolize.  Save web map.

4. Open your story map app.  Make sure GPX file has been added.

# Method 2:  Using the Downloadable Story Map Templates

- Examine templates and "how to" documents and videos.

- Describe how to download and modify templates to create Story Maps.

- Show examples of Story Map template:

- Brugge and West Flanders, Colorado History and Geography, and others on: http://www.josephkerski.com/resources/web-maps/

- CV as a Story Map—Kathleen Cullen's geographic resume: http://dl.dropboxusercontent.com/u/153363953/CullenGeoResume/index.html

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Understanding our world.