

# Telling Your Story with Esri Story Maps: A New Medium for Geography-Based Storytelling

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- 1. Introduction, story map concepts**
- 2. Exploring the story maps gallery**
- 3. Selected CLUES to creating great story maps**
- 4. Selected technical advice**
- 5. Building a story map tour**
- 6. Building a story map from a web map**
- 7. Building a story map journal**
- 8. Building a side accordion story map**
- 9. Building a tabbed story map**
- 10. Configurable App Method**
- 11. Discussion**

1

# Introduction and story map concepts

It's the story...

**Story Maps** are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.



**Story Maps** are hosted by Esri in the cloud. (But you can opt to host them yourself.)



**Story Maps** incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.



**Story Maps** are open source. You're free to download and customize them.



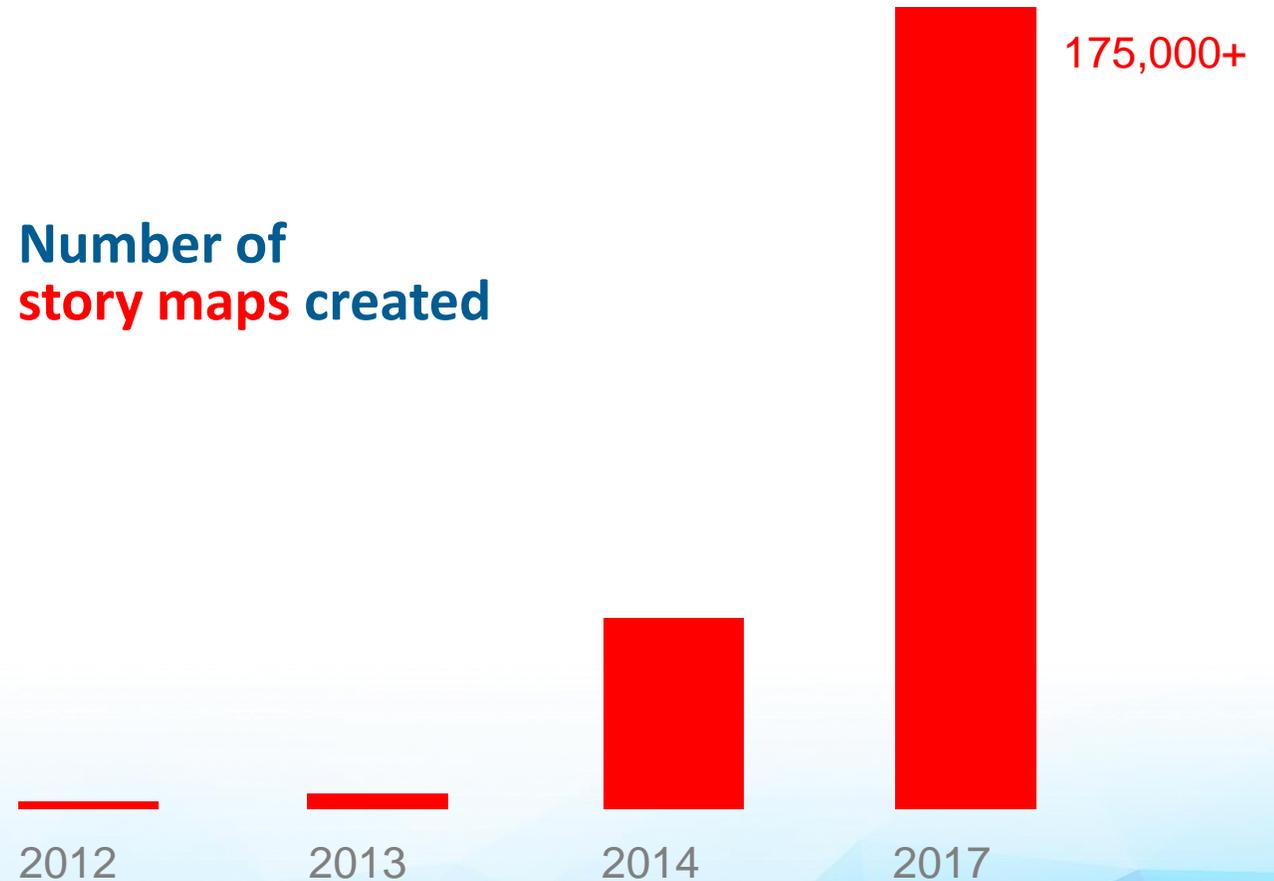
**Story Maps** work equally well on PCs, laptops, tablets, and smartphones.



**Story Maps** include an array of apps that provide different ways of interacting with maps.



**Number of story maps created**



## Why story maps?

- One of the huge advantages of Story Maps is the low entry barrier. You don't need to be a GIS specialist or a web developer to create a Story Map.

— Maps Mania Blog

# Story Map apps

## Sequential narratives

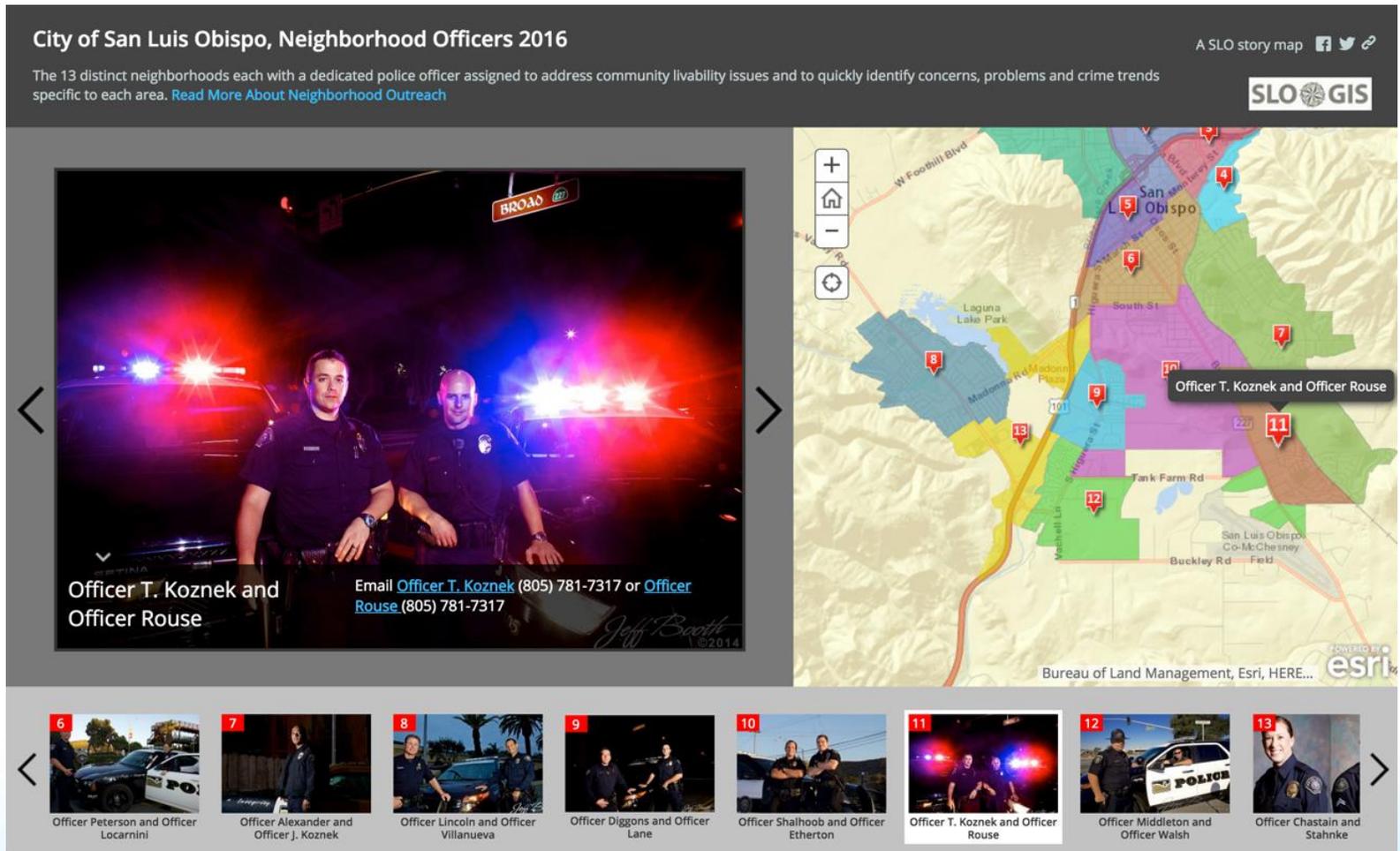
- Story Map Tour
- Story Map Journal

City of San Luis Obispo, Neighborhood Officers 2016

A SLO story map   

The 13 distinct neighborhoods each with a dedicated police officer assigned to address community livability issues and to quickly identify concerns, problems and crime trends specific to each area. [Read More About Neighborhood Outreach](#)

**SLO GIS**



Officer T. Koznek and Officer Rouse

Email [Officer T. Koznek](#) (805) 781-7317 or [Officer Rouse](#) (805) 781-7317

Officer Peterson and Officer Locarnini

Officer Alexander and Officer J. Koznek

Officer Lincoln and Officer Villanueva

Officer Diggins and Officer Lane

Officer Shalhoob and Officer Etherton

Officer T. Koznek and Officer Rouse

Officer Middleton and Officer Walsh

Officer Chastain and Stahnke

Bureau of Land Management, Esri, HERE... 

## Story Map apps

### Sequential narratives

- Story Map Tour
- Story Map Journal

A story map    

### We are Living in The Age of Humans

# 40%

of Earth's land area is used for agriculture. As population has increased, demand for food has skyrocketed.

Converting natural lands to farms has transformed biologically diverse habitats into vast stretches of single crops and has caused dramatic increases in water use. The map at left shows how agricultural productivity varies widely, based on the amount of calories produced. (Courtesy of the University of Minnesota Center on the Environment)

**CLICK** the location below to see an example of the spread of agriculture:

**Saudi Arabia** began to use center-pivot irrigation to grow crops in the desert in 1990. This type of agriculture "mines" groundwater, often at rates far faster than natural processes are able to replenish it. By **2010** center-pivot irrigation had increased dramatically.

POWERED BY 

# Story Map apps

## Sequential narratives

- Story Map Tour
- Story Map Journal

## Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass

### Exploring America's Natural Landscape

A story map    

A Rich Natural Heritage | Land & Ecology | Landforms | **Geology** | Forest Type | Fire Potential

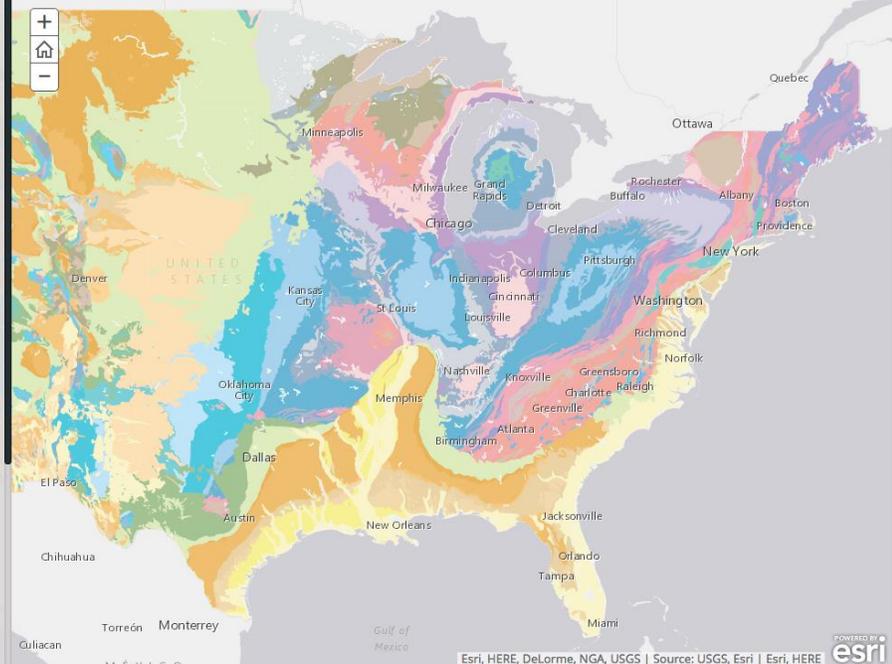
#### Geology



The geologic units in this map depict formations at or near the surface. The extensive glacial deposits of the continental interior and Canadian shield are not shown.

Click on the map for information about geologic units. The chart below provides a guide to some of the terminology used on the map.

Eon	Era	Period	Epoch	Millions of Years ago
Cenozoic	Quaternary	Holocene	Present	0
			Pleistocene	1.6
	Tertiary	Pliocene	Present	0
			2.6	2.6
		Cenozoic	66	66
			66	66
Mesozoic	Jurassic	138	138	
		205	205	
	205	205		
Phanerozoic	Permian	240	240	
		250	250	



Esri, HERE, DeLorme, NGA, USGS | Source: USGS, Esri | Esri, HERE 

### Exploring America's Natural Landscape

A Rich Natural Heritage | Land & Ecology | Landforms

The United States benefits from a rich and diverse natural heritage.

Click the tabs to view maps that reveal aspects of America's physical and biological treasures.

Zoom into the maps to explore areas that interest you.

This page: Dolly Sods Wilderness, Monongahela National Forest, West Virginia.



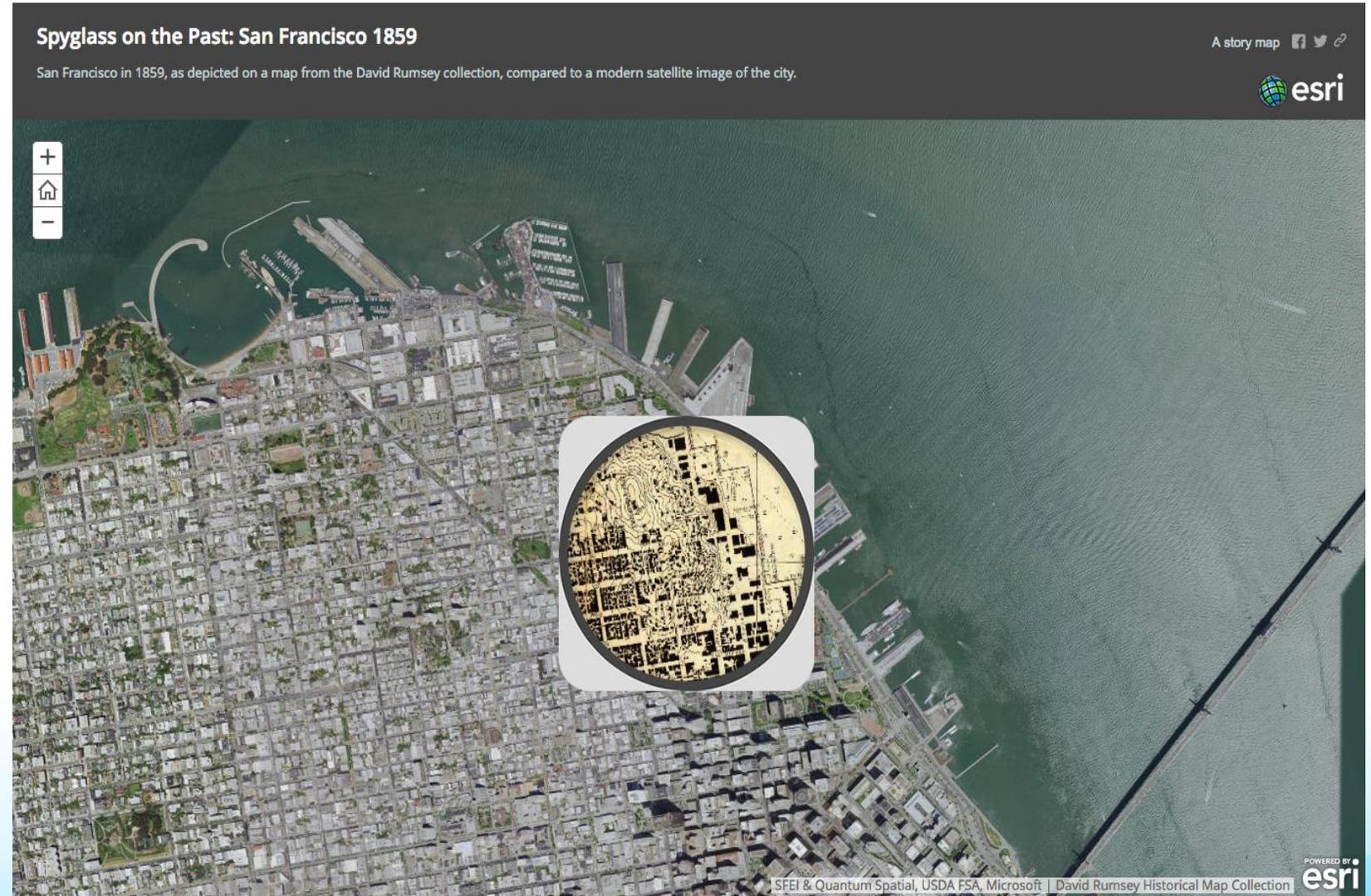
## Story Map apps

### Sequential narratives

- Story Map Tour
- Story Map Journal

### Comparing maps

- Story Map Series
- **Story Map Swipe/Spyglass**



# Story Map apps

## Sequential narratives

- Story Map Tour
- Story Map Journal

## Comparing maps

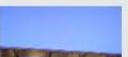
- Story Map Series
- Story Map Swipe/Spyglass

## A list of Points of Interest

- Story Map Shortlist

**CA Colleges and Universities**  
4 year public and private universities, and 2 year public colleges in CA.  
-created by **California Geographic Alliance**

Public 2 Year   Public 4 Year   Private 4 Year

 <b>19</b> University of California-Riverside	 <b>20</b> University of California-San Diego	 <b>21</b> University of California-Santa Barbara
 <b>22</b> University of California-Santa Cruz	 <b>23</b> California Maritime Academy	 <b>24</b> Humboldt State University
 <b>25</b> San Diego State University	 <b>26</b> San Francisco State University	 <b>27</b> San Jose State University
 <b>28</b> Sonoma State University	 <b>29</b> California State University-San Marcos	 <b>30</b> California State University-Monterey Bay
 <b>31</b> San Diego State University-Imperial Valley Campus	 <b>32</b> California State University-Channel Islands	 <b>33</b> University of California-Merced

Map showing California with red markers indicating university locations. A pop-up window for San Francisco State University is displayed, showing a photo of the building and the following information:

**San Francisco State University**  
[Website](#)  
TUITION : \$5,472  
ENROLLMENT : 26449

Map labels include: GREAT SANDY DESERT, HARNEY BASIN, SHASTA NATIONAL FOREST, HUMBOLDT, GREAT SALT LAKE, SALT LAKE CITY, UTAH, EASTERN, COLORADO PLATEAU, SAN FRANCISCO PLATEAU, ARIZONA, TONTO NATIONAL FOREST, PHOENIX, GILA, SONORAN DESERT, TIJUANA, MEXICALI, SONORA, CALIFORNIA, BAJA CALIFORNIA, ESRI, HERE, DeLorme, FAO, NOAA, USGS, EPA, NPS.

# Story Map apps

## Sequential narratives

- Story Map Tour
- Story Map Journal

## Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass

## A list of POIs

- Story Map Shortlist

## There is More!

- **Cascade**, Crowdsourc

The screenshot shows an Esri Story Map interface. At the top left is the Esri logo and the title 'The Uprooted'. On the right, there is a navigation menu with links: 'Introduction', 'Syria', 'Zaatar Camp', 'Exodus', 'How You Can Help', and 'A Story Map'. The main content area features a map of Europe and the Middle East with purple arrows indicating migration routes from Syria through Turkey, Greece, and the Balkans towards Western Europe. Two text boxes are overlaid on the map. The first text box reads: 'When the Syrian Civil War erupted in 2011, hundreds of thousands of Syrian civilians joined a procession of hopeful migrants and refugees from South Asia, the Middle East, and North Africa, all seeking new lives in Europe.' The second text box reads: 'The sheer number of Syrian refugees quickly inundated overland routes, straining the resources of transit countries, including economically imperiled Greece.' Below the text boxes is a photograph of a large crowd of refugees at a border crossing, with several people in red Red Cross uniforms. A caption below the photo reads: 'Refugees crowd a border crossing between Serbia and Croatia. © UNHCR/Rafal Kostrzynski'. The map background shows countries like Turkey, Greece, Bulgaria, Romania, Hungary, and parts of the Middle East, with major cities and bodies of water labeled.

## Our apps

### Sequential narratives

- Story Map Tour
- Story Map Journal

### Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass

### A list of POIs

- Story Map Shortlist

### There is more!

- Cascade, **Crowdsourcing**

esri Putting Women in Tech on the Map

Sign In

- Sign in with ArcGIS
- Sign in with Facebook
- Sign in with Google
- Sign in with Twitter

Continue as Guest

Signing in with ArcGIS, Facebook, Google, or Twitter will enable you to edit or delete your share after you've submitted it\*.

If you sign in as a guest, you may not be able to edit or delete your photo or text once you've submitted them.

\* When you log in with ArcGIS, Facebook, Google, or Twitter, this application requests the minimum amount of information required by each service. This may include access to your profile, friends list, timeline, or offline access. The only data this application will store is your Facebook ID, Twitter ID, or Google+ ID respectively in order to identify you when you return to add new post, or edit and delete an existing post.

Leaflet | Esri, NAVTEQ, DeLorme

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## Story Maps **Gallery**

[storymaps.arcgis.com/gallery](https://storymaps.arcgis.com/gallery)

Browse by:

- App Type
- Subject
- Format
- Author

## Activity

Spend a few minutes to find a story map that is interesting and/or one that you might be able to use in your own instruction or research.

Be prepared to share with the class.

## Examples of **communicating with maps**

Why GIS In Education? Joseph's ArcGIS Online presentation :

- <http://www.arcgis.com/apps/presentation/index.html?webmap=6e06d858c1ea4888859c03494c9df6ad>

Converging Forces in GIS In Education: Joseph's Story Map:

- <http://denverro.maps.arcgis.com/apps/MapJournal/?appid=b55fb50a2cef41b8908baa4c376088b8>

Presentation or Story Map? Each has advantages.

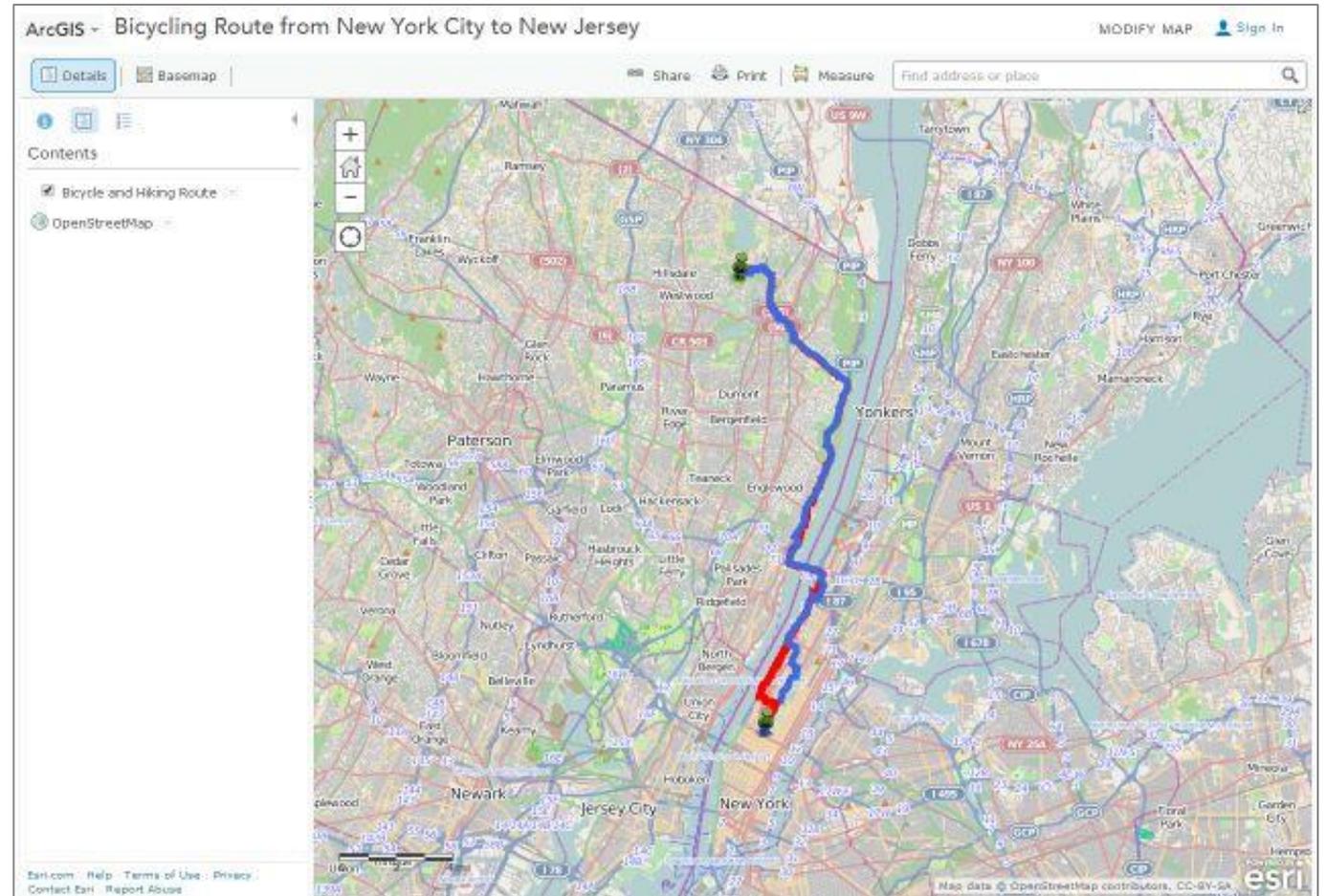
## Advantages of story maps **in education and beyond.**

- + Engaging, rich way to teach content
- + Foster tech skills: GIS, multimedia, data.
- + Foster critical and spatial thinking
- + Foster skills in organization, ethics, permissions
- + Provide good ways to assess student or colleagues' work.
- + Support research
- + Foster communications skills and understanding.

# Story maps are a part of ArcGIS Online.

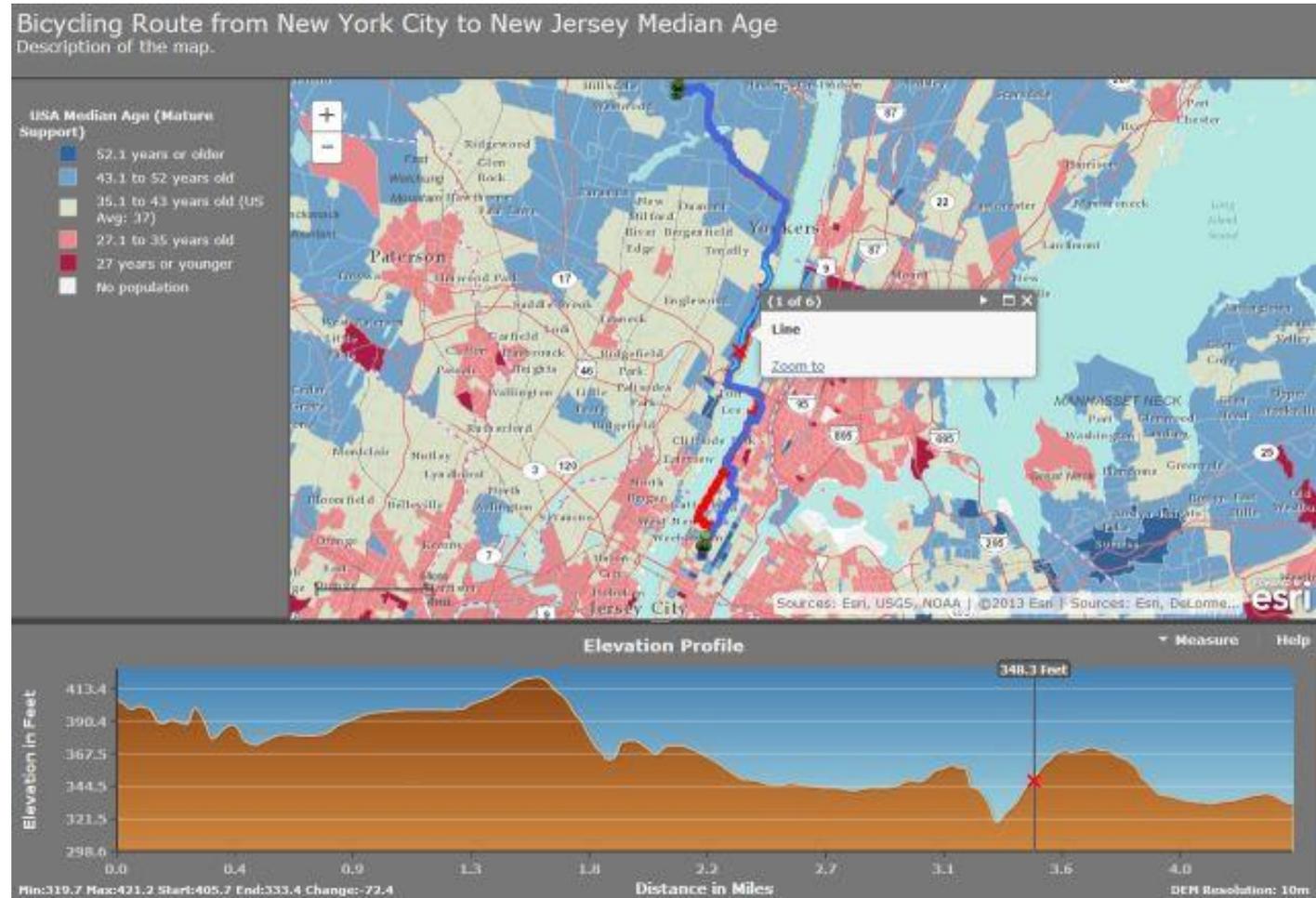
## Maps vs. Applications: **Maps**

- 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 following the AAG annual meeting.



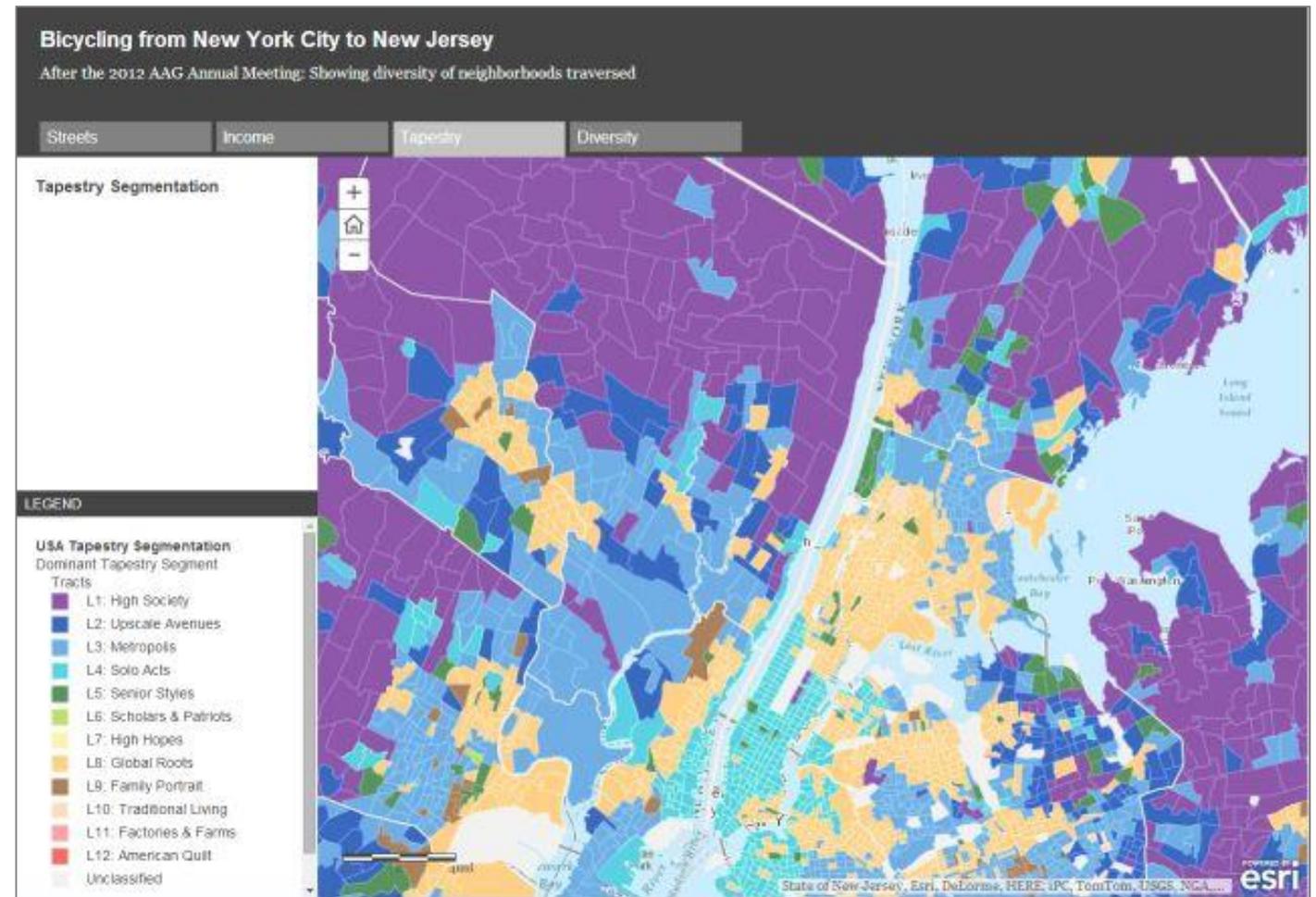
# Maps vs. Applications: Applications

- A web mapping **application** 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 mapping application for the same bicycling route I took from New York City to New Jersey.



# Maps vs. Applications: **Story Maps are applications!**

- A story map is a type of mapping **application** 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 application for the same bicycling route I took from New York City to New Jersey.



## 3 Methods of Creating Story Maps

Method 1: Using the Story Map Builder tools.

Method 2: Create map in ArcGIS Online > Share > Create Story Map web application.

Method 3: Downloadable **configurable apps**

# Selected examples: **Story Maps for education**

BioBlitz 2015 Hawai'i Volcanoes:

<http://story.maps.arcgis.com/apps/MapJournal/?appid=45867f2ae46e4587afb8e7c7b343b9b8>

Anchorage Urban Bears

<http://www.adfg.alaska.gov/index.cfm%3Fadfg%3Dlivingwithbears.anchorageurbanbearsstorymap>

Lakota Language Story Map:

<http://denverro.maps.arcgis.com/apps/MapTour/?appid=60ac74d36ae34ce181e88fbbeeb56831>

Esri Young Scholars:

<http://denverro.maps.arcgis.com/apps/MapTour/index.html?appid=a383612f79354488929beabcd266cd77>

International Perspectives on Teaching and Learning with GIS in Secondary Schools:

<http://denverro.maps.arcgis.com/apps/MapTour/?appid=5f86647b1e8e491aadaece6345927f2a>

Atlas for a Changing Planet:

<http://storymaps.esri.com/stories/2015/atlas-for-a-changing-planet/>

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**C**onnect with your audience  
**L**ure people in  
**U**ser experience supports the story  
**E**asy-to-read maps  
**S**trive for simplicity

A decorative graphic at the bottom of the slide consisting of a low-poly, geometric pattern of various shades of blue, ranging from light sky blue to deep navy blue. The pattern is composed of numerous overlapping triangles and quadrilaterals, creating a textured, crystalline effect that spans the width of the slide.

**C L U E S**  
**Connect**  
**with your**  
**audience**



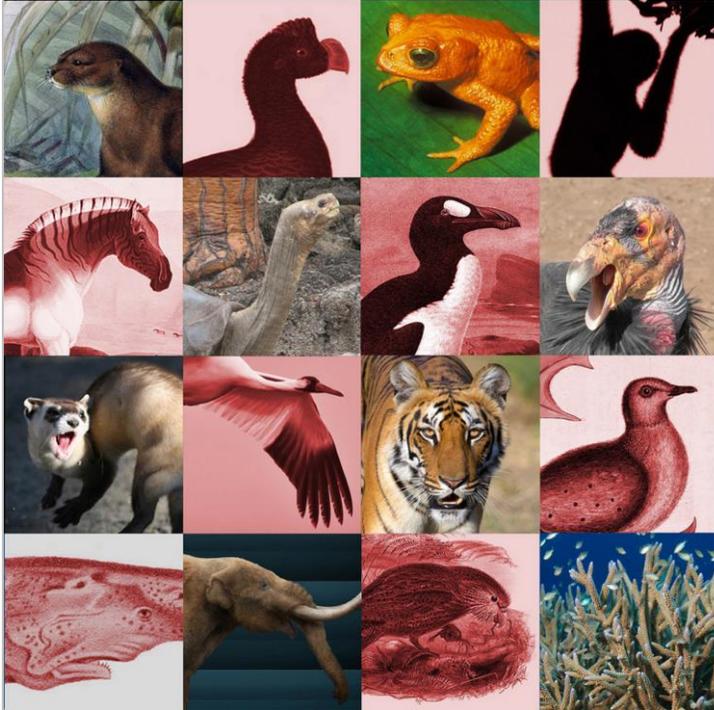
**Think of your mom**

Step back and explain things

Avoid using jargon

Be informal but respectful

**CLUE**  
S Lure  
people  
in



**esri** A story map [f](#) [t](#) [e](#)

## On the Brink: The Sixth Great Extinction

Five mass extinctions, all of them brought about by natural cataclysms, have occurred during Earth's four-and-a-half billion year history.

We're now witnessing a sixth extinction, this one due to the impact of a single, dominant species: humans. The animals and plants shown here are a sampling of the thousands across the globe that have either been lost, imperiled, or, in a few cases, brought back from the brink of oblivion by urgent conservation efforts.

BY THE ESRI STORY MAPS TEAM

**Start your story with a bang**

Use titles that are active,  
descriptive

# CLUES

User  
experience  
supports  
the story

Maps serve lots of purposes...

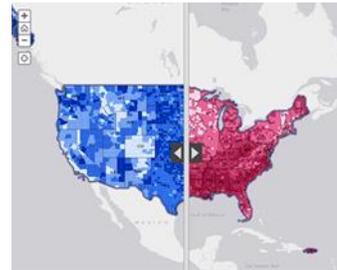
Locate



Navigate



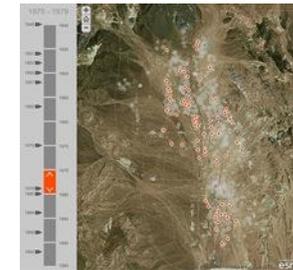
Compare



Narrate



Show change



Choose the app that matches your intentions.

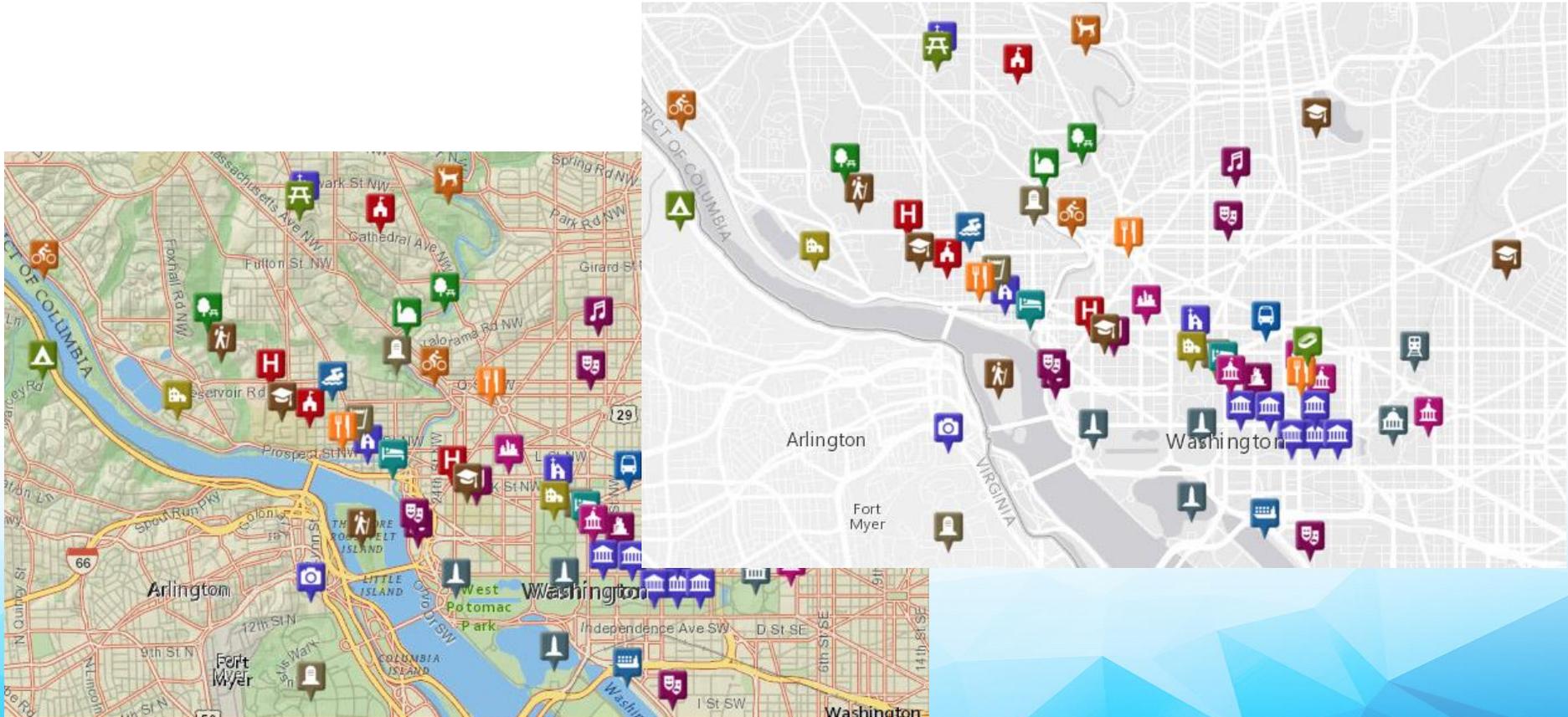
You cannot change the application type midway through the workflow, so plan ahead.

# CLUES

Easy-to-read maps

Base map as context—not competition

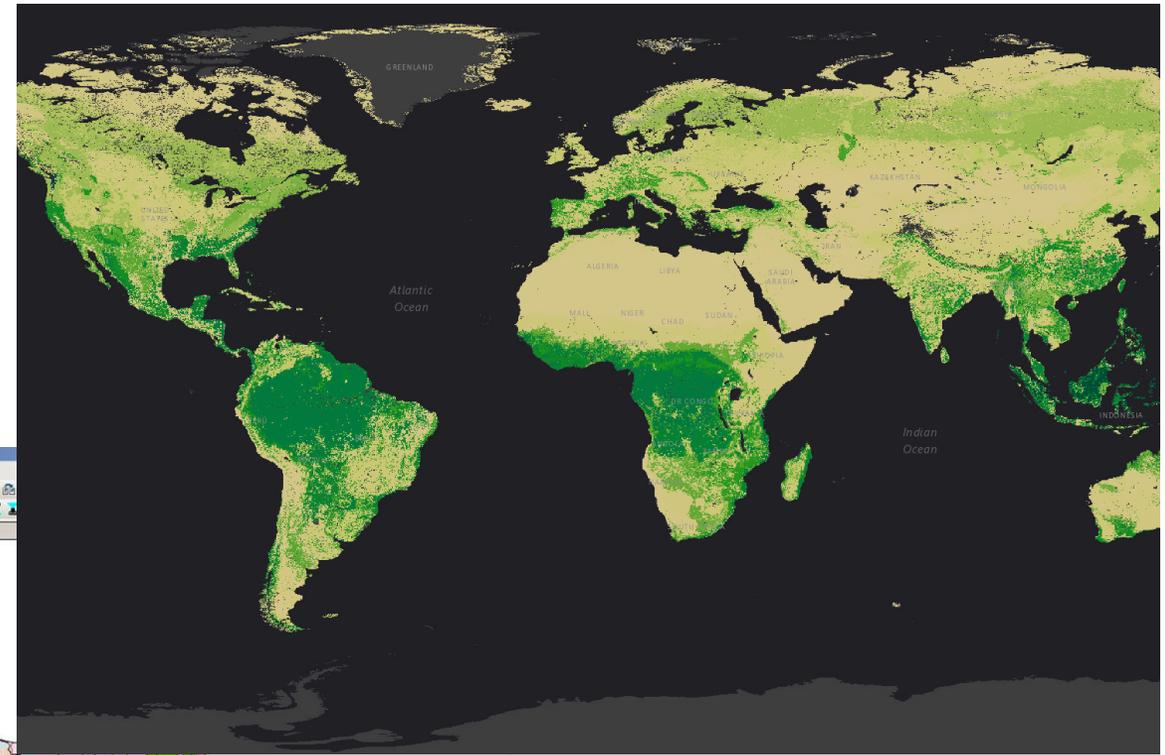
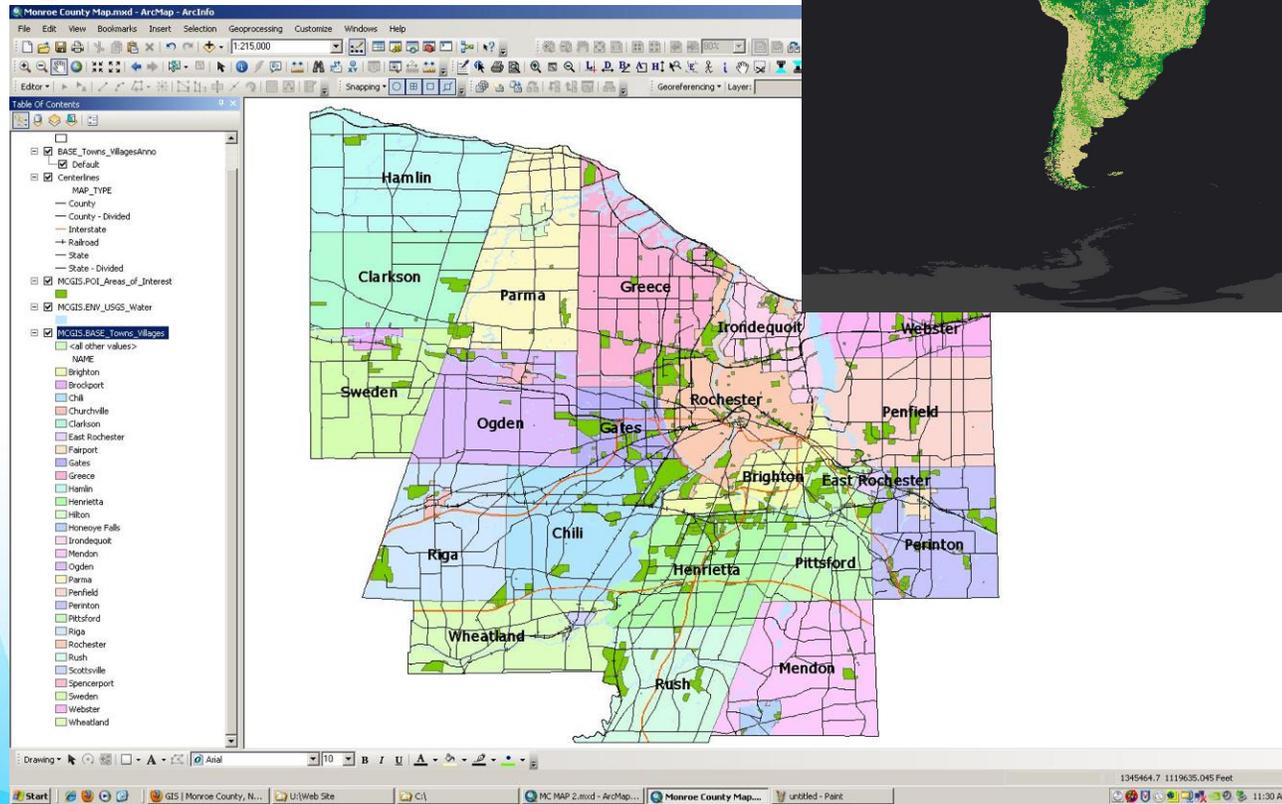
Avoid visually complex symbols and icons



# CLUES

Easy-to-read maps

A map for **storytelling** is usually different from a map for **analysis**



# CLUES

Strive for simplicity

## ZooBabies

Smithsonian's National Zoo in Washington, DC is home to babies of several species this spring. Not all of these young animals are cuddly balls of fur, but each is adorable in its own way.



Photo by: Karen Abbott, Smithsonian's National Zoo

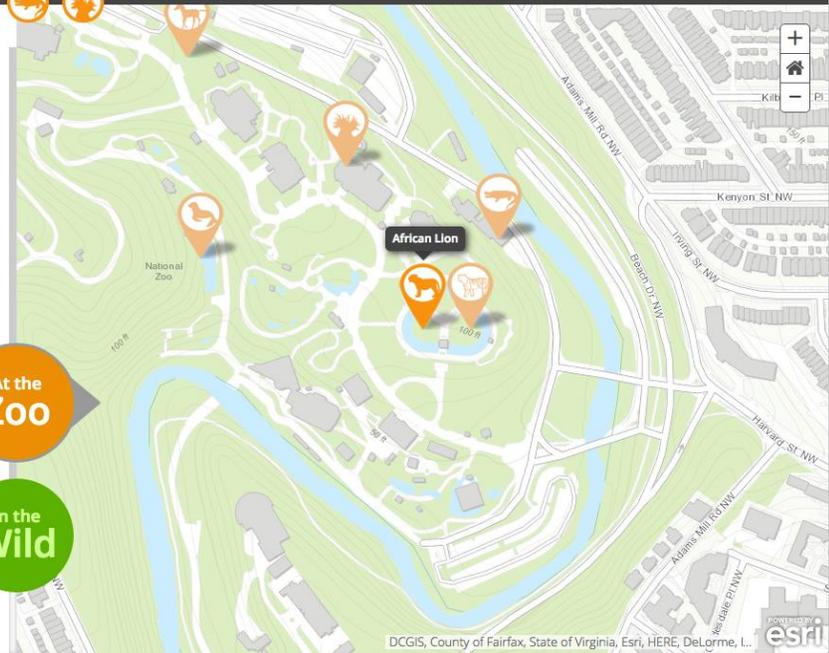
### African Lion

**At the Zoo**

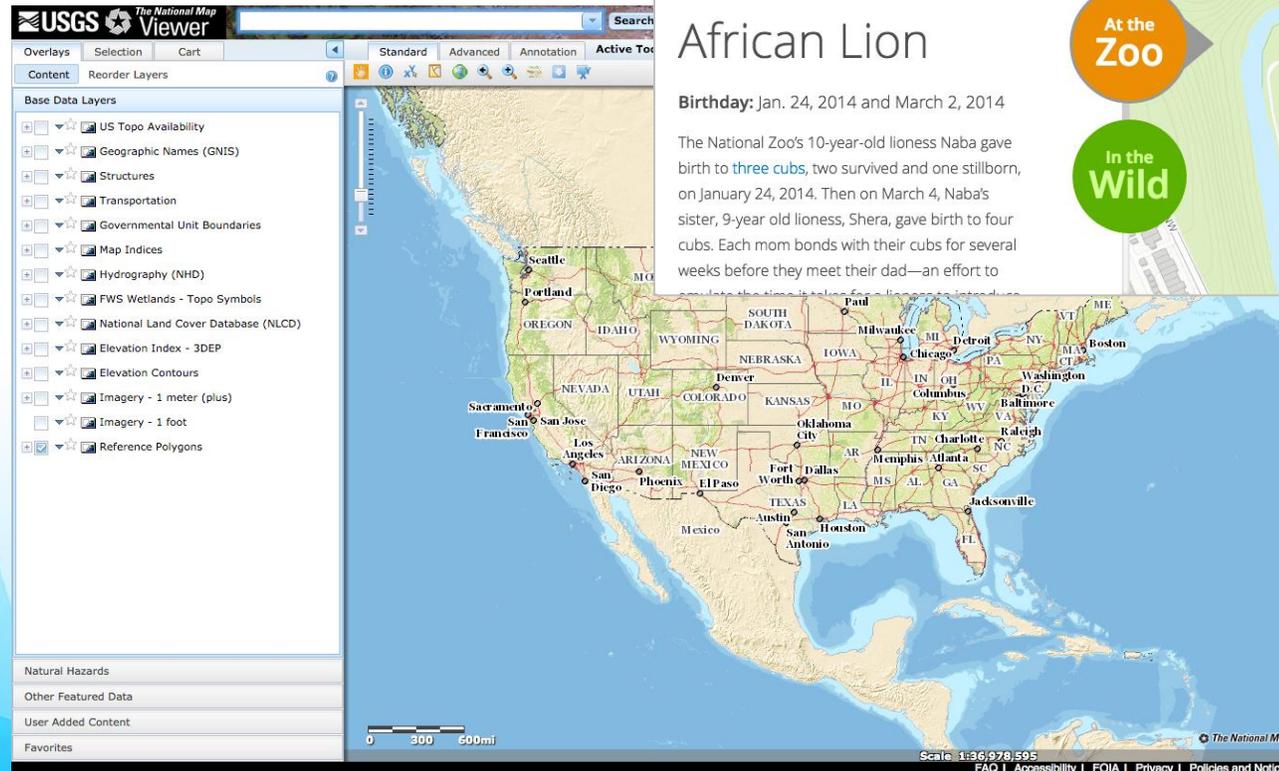
**In the Wild**

**Birthdays:** Jan. 24, 2014 and March 2, 2014

The National Zoo's 10-year-old lioness Naba gave birth to **three cubs**, two survived and one stillborn, on January 24, 2014. Then on March 4, Naba's sister, 9-year old lioness, Shera, gave birth to four cubs. Each mom bonds with their cubs for several weeks before they meet their dad—an effort to



DCGIS, County of Fairfax, State of Virginia, Esri, HERE, DeLorme, L...



USGS The National Map Viewer

Overlays Selection Cart Standard Advanced Annotation Active Top

Content Reorder Layers

Base Data Layers

- US Topo Availability
- Geographic Names (GNIS)
- Structures
- Transportation
- Governmental Unit Boundaries
- Map Indices
- Hydrography (NHD)
- FWS Wetlands - Topo Symbols
- National Land Cover Database (NLCD)
- Elevation Index - 3DEP
- Elevation Contours
- Imagery - 1 meter (plus)
- Imagery - 1 foot
- Reference Polygons

Natural Hazards

Other Featured Data

User Added Content

Favorites

Scale: 1:36,979,595

FAQ | Accessibility | FOIA | Privacy | Policies and Notices

**CLUES**  
Strive for  
simplicity  
...and  
brevity

Edit! Shorten! Reduce! Distill! Simplify!

Digital media =  
**ADHD** media



“Not that the story need be long, but it will  
take a long while to make it short.”

— *Henry David Thoreau, Letters to Various Persons*

“If I would have had more  
time, I would have written you  
a shorter letter.”

— *Mark Twain*

**Story Maps  
Workshop  
Agenda**

- 1. Introduction, story map concepts**
- 2. Exploring the story maps gallery**
- 3. Selected CLUES to creating great story maps**
- 4. Selected technical advice**
- 5. Building a story map from a web map**
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# Teachable Moments with Story Maps

1. Make use of My Stories to manage your content.
2. Give context of *where* your map is located.
3. Keep tabs on tabs—where are you logged in?
4. Use folders in ArcGIS Online to organize your work.
5. Model good practice of the permitted use of imagery on the web.
6. Be mindful of image size and map content.



## Three key points about Story Maps

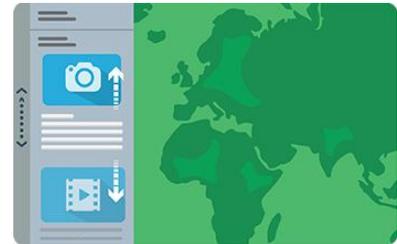
1. The story maps available for use in education are rapidly expanding.
2. The tools to create story maps are rapidly evolving and becoming more varied and easier to use.
3. Good planning makes for a good story map.



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## Types of Story Maps

- Story Map Tour
- Story Map Journal
- Story Map Shortlist
- Story Map Playlist
- Story Map Basic
- Story Map Series – Tabbed, Side Accordion, Bulleted
- Story Map Swipe and Spyglass
- Cascade
- Crowdsourcing



# Create a Story Map Tour

1. Go to <http://storymaps.arcgis.com> > Apps > Create Story > Map Tour > Log in.
2. Where are your images? >  Picasaweb/Google Plus > [jkerski@esri.com](mailto:jkerski@esri.com) > Esri Sustainable Campus > Import.
3. Add captions using file provided or make up one.
4. Change basemap to Imagery with Labels.
5. Re-arrange order of images using Organize.
6. Save your map as “Esri Sustainable Campus EdUC 2017”

## Activity: Build a Story Map Tour – 2 of 3

7. Change 1 image to video: Go to any photo > Change media > Video > URL:  
Go to [www.youtube.com/geographyuberalles](http://www.youtube.com/geographyuberalles) > search geographyuberalles  
channel for video A Tour of the Esri Campus in Redlands California> Share >  
Embed > copy and paste the embed code  
<https://www.youtube.com/embed/TXKxi7jWwvc> into the URL > Apply; test it.

## Activity: Build a Story Map Tour – 3 of 3

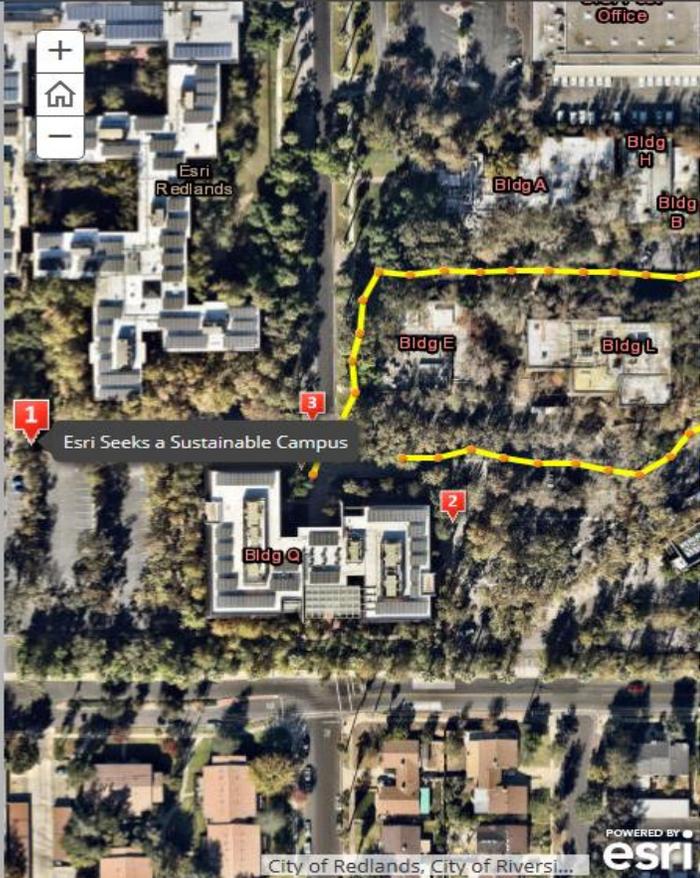
8. Add GPS track to map: First, access GPX file of track on the Esri campus on C:\Workshop\StoryMaps. Go to <http://storymaps.arcgis.com> > My Stories > Find “Esri Sustainable Campus EdUC 2017 > Maps > Edit Map > Add > Add Layer from File > Add GPX > Find your local GPX file > Expand layer > Trackpoints - Change Style > Yellow 8 pt, Track line – Change Style to Yellow. > Save Map.
9. Go Back to My Stories > Open Story Map. Make sure GPX track appears.
10. Go to [www.arcgis.com](http://www.arcgis.com) > My Content > Create folder named Storymaps EdUC 2017 > Move Story Map Tour Map and App to your Storymaps EdUC 2017 folder.

Your map should look similar to [this](#):

### Esri Sustainable Campus

The Esri campus seeks to model sustainable practices.

A story map   



**1** Esri Seeks a Sustainable Campus



**Esri Seeks a Sustainable Campus**

Jack Dangermond worked in the family tree nursery as a teenager, has donated many trees to the City of Redlands, and strongly believes in the health, aesthetic, and energy-saving benefits of trees.



**1** Esri Seeks a Sustainable Campus



**2** Over 3,000 plants at Esri Redlands



**3** Redlands receives only 13.3 in (33.8 cm) of precipitation



**4** Partners for Water Conservation



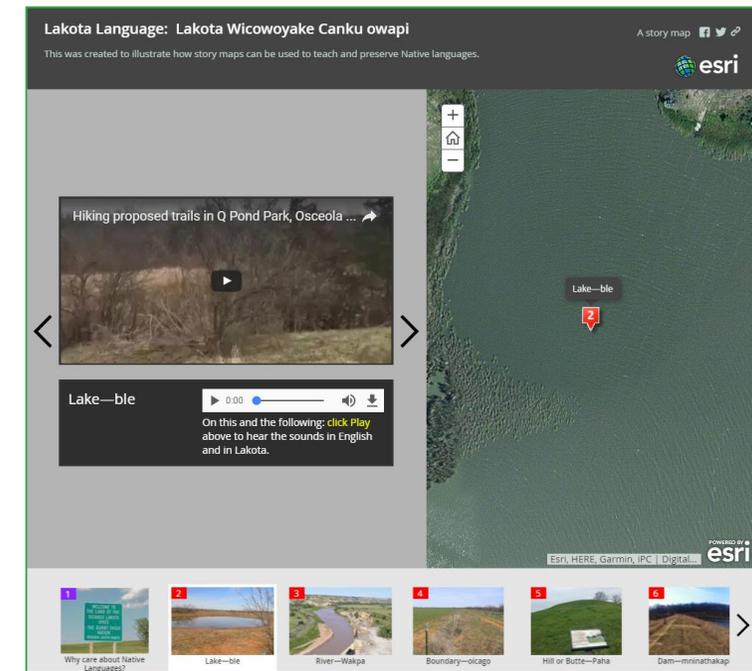
**5** Other Sustainable Practices

City of Redlands, City of Riversi... 

# 2 Map Tours

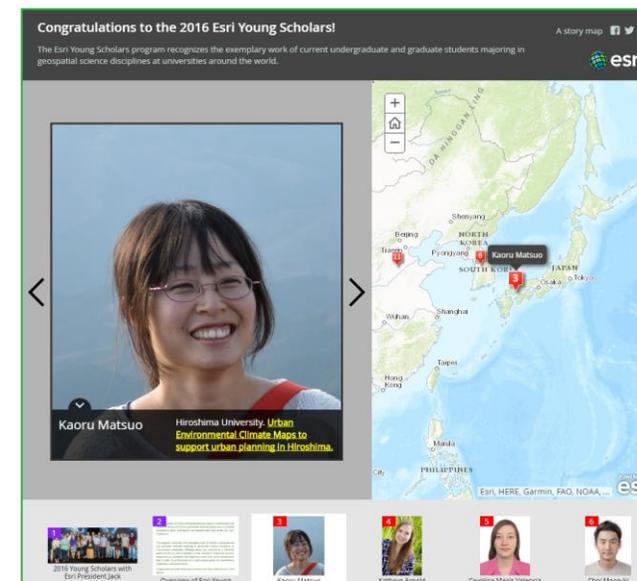
## 1. [Lakota Language](#) Story Map

- Use of sound in captions
- Use of videos instead of images



## 2. [Esri Young Scholars](#)

- Use of links in captions to student work as PDFs



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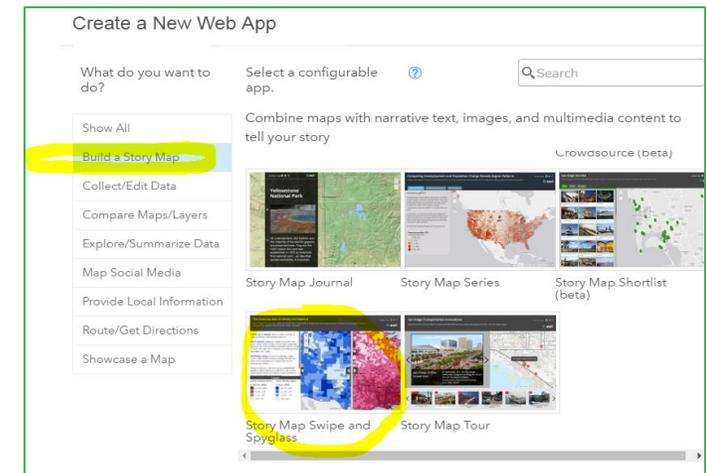
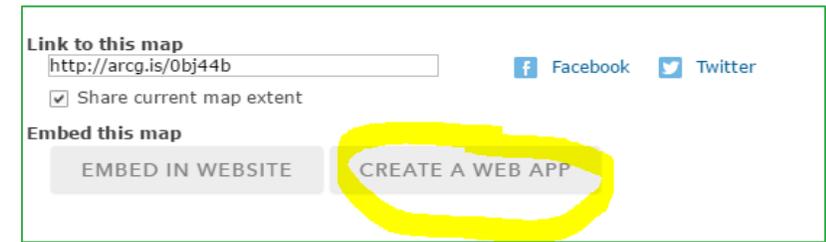
## Activity: Create Story Map from a Web Map 1 of 2

1. Open a median age and median income web map in ArcGIS Online:  
<http://denverro.maps.arcgis.com/home/webmap/viewer.html?webmap=53f7c91aa02643c087e83a53edf87545>

Or – search median age and income owner:jjkerski in [www.arcgis.com](http://www.arcgis.com)

2. Make sure median income appears at the top of the table of contents and is turned on, and your median age is underneath, and turned on > Save > Share > Create a Web App.

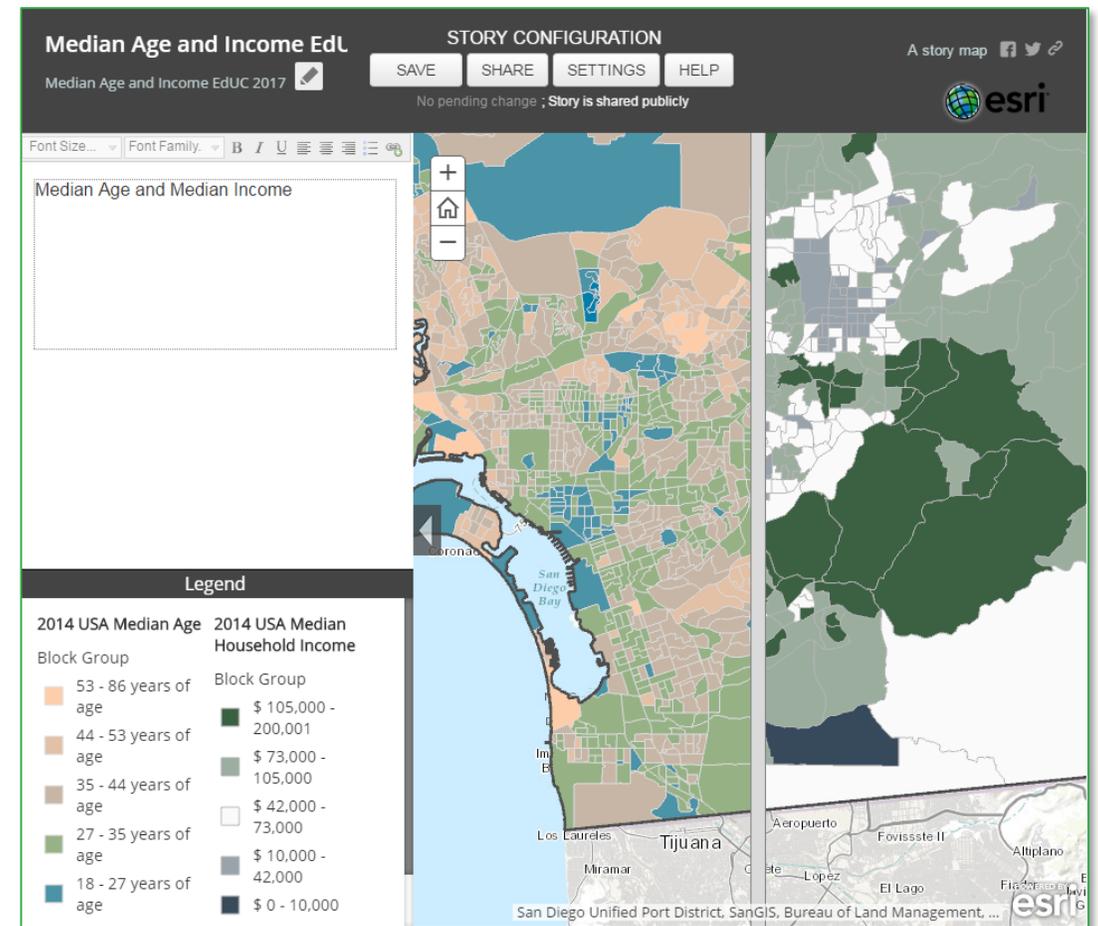
3. Next > Build a Story Map > Story Map Swipe and Spyglass:



## Activity: Create Story Map from a Web Map 2 of 2

4. Title your map (include “swipe” in your title) and provide metadata.

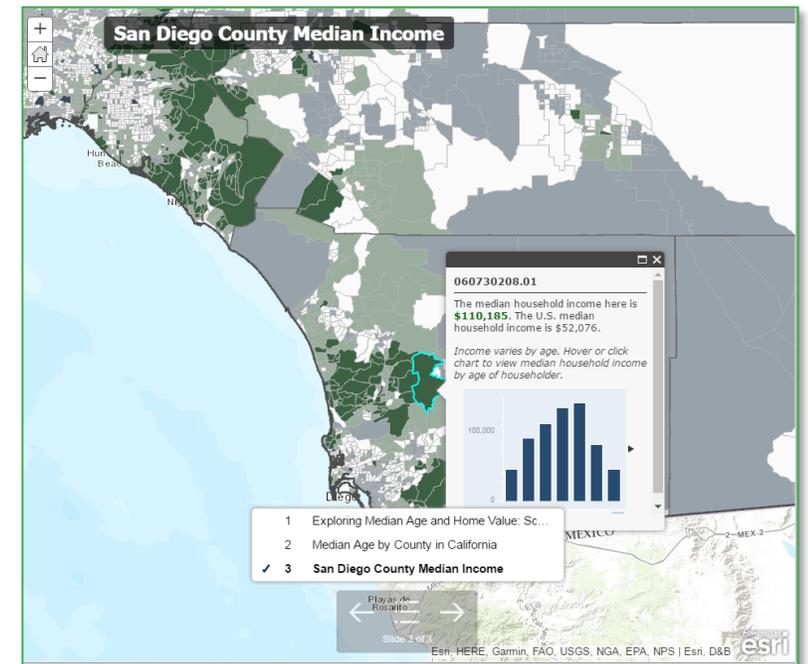
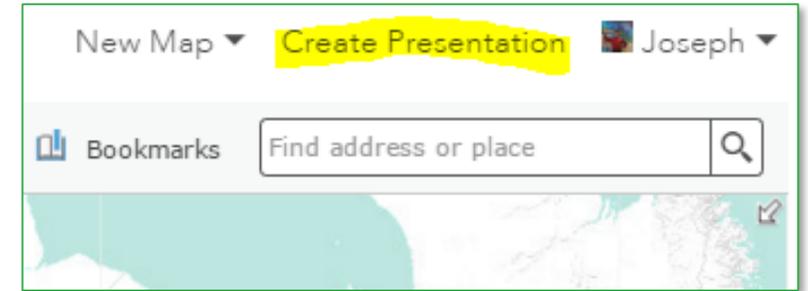
5. In the builder tools that appear next > Swipe Style Vertical Bar > Swipe Type: Select layer to swipe: 2014 Median Income > Take defaults on App layout > Pop-up: Left Map header title: Median Age 2014. Right Map header title: Median Income 2014 > Open the app, and check it. It should look similar to this:



## Activity: Build a Presentation from a Web Map

- Go to My Content > Open your Median Age and Income map in map viewer.
- In the upper right, select Create Presentation.
- Click on the + Add button to add a new slide #1.
- Title this slide “Exploring Median Age and Home Value: Scale Matters!”. Set scale to current.
- Add another slide, Slide #2. Zoom so that you can see California by county”. Set scale to current.
- Zoom to California & Nevada until the data visible is by **county**. Add Slide #3, zoom to San Diego County, turn on Median Income > title it “San Diego County Median Income.” Set scale=current.
- Click on a census tract > check “include open pop-up in presentation.”
- Select Save. Play & check your presentation.
- It should look similar to this (slide 3 shown):
- Go to My Content. Note that your presentation is part of your map; it is not saved as a separate item.

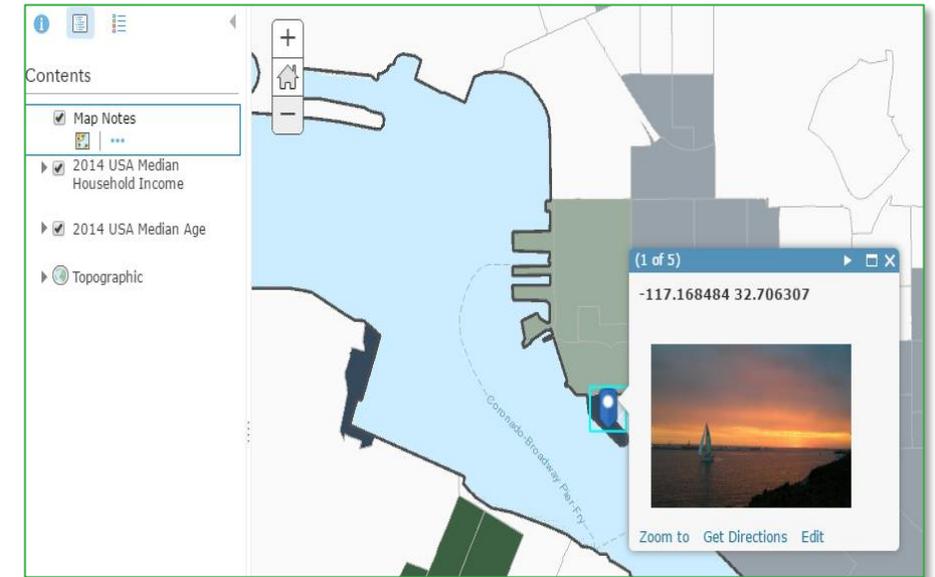
You can in the future open your map **or** open your presentation. 1 presentation allowed per map.



# Creating Multimedia Map Notes

Open your Median Age and Income map in the map viewer. Make the population density layer invisible and the Median Home Value layer visible.

Using the search box, Find “-117.168484, 32.706307”. The result should locate you on the San Diego Bay shore. Select Add to Map Notes.



Edit the Map Note. In the description, enter “View of San Diego Bay.” For Image URL, enter: [http://www.josephkerski.com/wp-content/uploads/2012/07/sunset\\_sailboat21-1000x664.jpg](http://www.josephkerski.com/wp-content/uploads/2012/07/sunset_sailboat21-1000x664.jpg)

Map notes photographs need to be those that can stand alone on the web; i.e. be opened as a separate web page and not wrapped in an animation or frame.

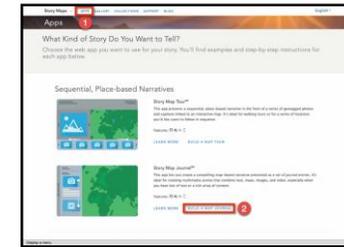
Select “Edit” to close your editing session. Test your popup. It should look similar to that on this page.

When adding images to map notes and story maps, you should get into the “best practice” of using either your own images, images held in Creative Commons licensing (such as most from Wikipedia), images from U.S. government agencies, or other non-copyrighted images, and not content from a commercial site such as “Bob’s Photography Inc.com.”

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- 11. Discussion**

## Activity: Build a Story Map Journal – 1 of 3

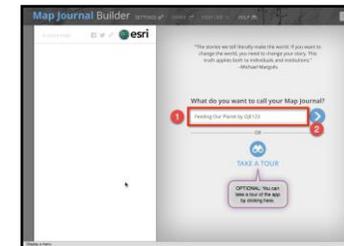
1. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps
2. Find Story Map Journal, click BUILD
3. Choose layout > Side Panel >Start
4. Enter a title: **Feeding the Planet by XXX**
5. Configure content: Click **Image > Flickr**
6. Type in user name “**mapjournal**”
7. Click **Load albums**
8. Click album **Workshop (10)** and choose a photo you like!



1, 2



3



4



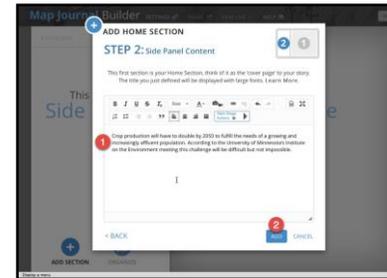
5 - 8

# Activity: Build a Story Map Journal – 2 of 3

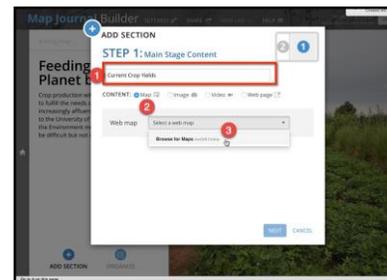
- Build your Home Section
9. Confirm **Fill** is checked > click **Next**
  10. Add text (make it up!) into the text block
  11. Click **Add** > Home section is done!
  12. Click **Add Section** > Enter title **Current Crop Yields**
  13. Content: Click **Map**
  14. Click **Select a web map** then **Select a map**



9



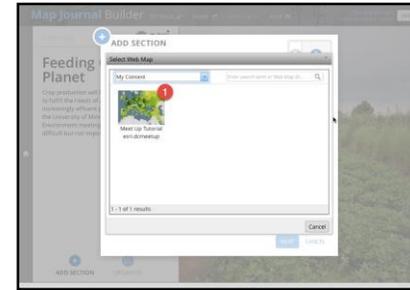
10 - 11



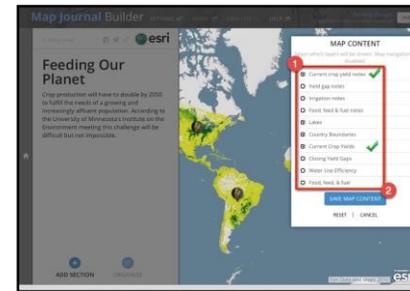
12 - 14

## Activity: Build a Story Map Journal – 3 of 3

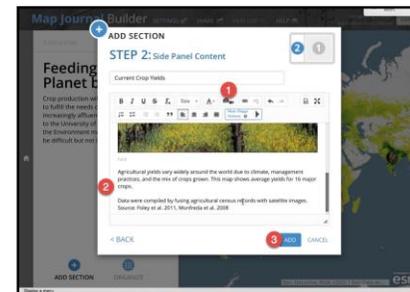
- Section: Select a web map
15. Search for “**StoryMapWorkshop feeding**” on ArcGIS Online > click thumbnail
  16. Next to content, click **Custom Configuration** > Click boxes next to layers:
    - *Current crop yields notes, Current crop yields, Elevation hillshade*
  17. Click **Save Map Content** > Next
  18. Add text, and click the **camera icon** to add a photo from Flickr or elsewhere



15



16



18

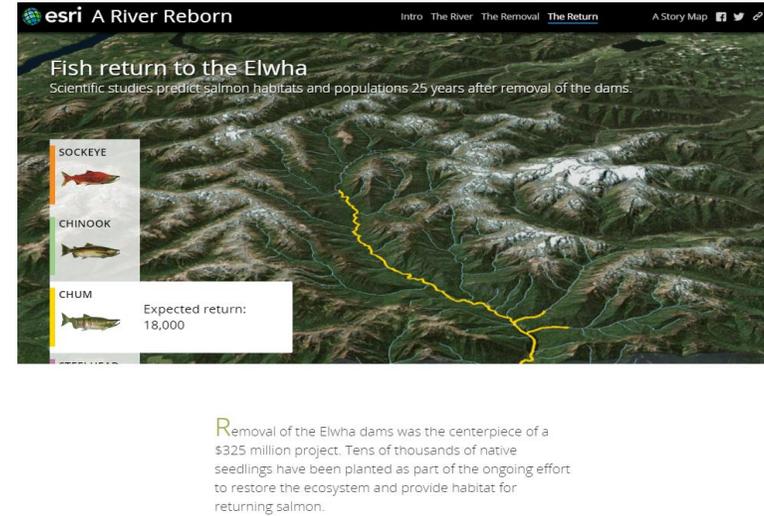
# 2 Map Journals

## 1. [Elwha River story Map](#)

- 3D scenes
- Multiple web maps

## 2. [History in 40 objects](#)

- Map Journals within Map Tour



Removal of the Elwha dams was the centerpiece of a \$325 million project. Tens of thousands of native seedlings have been planted as part of the ongoing effort to restore the ecosystem and provide habitat for returning salmon.



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## **Activity: Building a Side Accordion Story Map**

1. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps
2. Select Create Story > Series > Side Accordion > Start
3. Enter a title: **Boots of Wimberley Texas**
4. Photos are on Google + > [jkerski@esri.com](mailto:jkerski@esri.com) > Famous Boots of Wimberley TX.
5. Videos are on [www.youtube.com/geographyuberalles](http://www.youtube.com/geographyuberalles) > Search on “The famous cowboy boots of Wimberley”> Save your map when done.
6. Add a section with a sentence that says “Explore the Bootiful Boot Project of Wimberley” with a hyperlink to: <http://www.bootifulwimberley.com/>
7. If time permits: Edit your map, and add a GPX of my walking survey of Wimberley; the file is on: <http://www.josephkerski.com/resources/teaching/> - search for Wimberley. Save file to your computer > Upload file to web **map.**

Your Map should look similar to this.

The screenshot shows an Esri Story Map interface. At the top, the title "Cowboy Boots of Wimberley Texas" is displayed in white on a dark background. To the right of the title are navigation buttons: "Checking your story content x", "Edit x", "A story map", and social media icons for Facebook, Twitter, and LinkedIn. The Esri logo is in the top right corner. The main content area is split into a left sidebar and a right map panel. The sidebar contains three sections: "1 Cowboy Boots of Wimberley Texas" with a green text paragraph, "2 Why Boots?" with a red text paragraph, and "3 About the Maps". The map panel shows an aerial view of Wimberley, Texas, with a yellow outline tracing a path through the town. Several yellow star icons are placed along this path. Labels on the map include "Cypress Creek", "Winters Mill Pkwy", "FM 3237", "RR 3237", "Kyle Rd", and "3237". A navigation control panel with zoom in (+), home, and zoom out (-) buttons is on the left side of the map. At the bottom right of the map, it says "POWERED BY esri" and "USDA FSA, DigitalGlobe, GeoEye, Microsoft, CNES/A...".

## Cowboy Boots of Wimberley Texas

Checking your story content x Edit x A story map

### 1 Cowboy Boots of Wimberley Texas

The art project "Bootiful Wimberley" is a recent effort yet is one of the best community projects I have ever seen that joins art, history, and geography.

It began in 2014, when 32 boots were painted by area artists and sponsored by local people and

### 2 Why Boots?

### 3 About the Maps

USDA FSA, DigitalGlobe, GeoEye, Microsoft, CNES/A... esri

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## Activity: Building a Tabbed Story Map 1 of 2

1. In [www.arcgis.com](http://www.arcgis.com) (ArcGIS Online), open a web map of the USA Tapestry segmentation.
2. In ArcGIS Online, create a web map of the teams that made the championships of the JUCO (Junior College; NJCAA) baseball tournament in 2015 representing Divisions 1, 2, and 3:
  - [http://josephkerski.com/data/mesa\\_county\\_juco\\_div1\\_teams.txt](http://josephkerski.com/data/mesa_county_juco_div1_teams.txt)
  - [http://josephkerski.com/data/mesa\\_county\\_juco\\_div2\\_teams.txt](http://josephkerski.com/data/mesa_county_juco_div2_teams.txt)
  - [http://josephkerski.com/data/mesa\\_county\\_juco\\_div3\\_teams.txt](http://josephkerski.com/data/mesa_county_juco_div3_teams.txt)
- 3. Style each of the 3 layers differently.

## **Activity: Building a Tabbed Story Map 2 of 2**

4. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps.
5. Select Create Story > Series > Tabbed > Start.
6. Add tabs for the Tapestry and for the JUCO teams. Save storymap.
7. Add at least 1 link and at least 1 photograph or video to your map.
8. Change the logo to a custom logo for NJCAA.
9. Change 2 of the other settings.
10. Save and Share.

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## 3 Methods of Creating Story Maps

Method 1: Using the Story Map Builder tools.

Method 2: Create map in ArcGIS Online > Share > Create Story Map web application.

Method 3: Downloadable **configurable apps**

- The configurable apps method allows you to:
  1. Further customize your story maps.
  2. Host the story maps on your own website.
- Example: Joseph's Brugge, Belgium Shortlist story map:
  - [http://www.josephkerski.com/storymaps/brugge\\_shortlist/](http://www.josephkerski.com/storymaps/brugge_shortlist/)



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# Story Maps Quiz Time!

- (1) Story map journals can only access 1 map: True or False?
- (2) Once you create a story map, you can delete the ArcGIS Online map behind it: True or False?

# Continuing your Learning

Story maps blog: <https://blogs.esri.com/esri/arcgis/category/story-maps/>

Education blog: <https://geonet.esri.com/community/education/blog>

Q&A & resources: <https://blogs.esri.com/esri/arcgis/2017/01/31/things-you-can-do-story-maps/>

Sign up for Story Maps newsletter: <http://go.esri.com/planet-story-maps>

Esri Free Training Seminars: [\*\*Telling Your Story with Esri Story Maps\*\*](#)

[\*\*ArcGIS App Strategies\*\*](#) [\*\*Get Started with Web AppBuilder for ArcGIS\*\*](#)

Web Course: [\*\*Creating and Sharing GIS Content Using ArcGIS Online\*\*](#)

MOOC on Do-It-Yourself Geo-Apps: <http://www.esri.com/mooc>

Joseph Kerski's how to use photo archives:

<https://geonet.esri.com/community/education/blog/2017/02/17/photo-guidelines-for-arcgis-online-maps-including-story-maps>

# Telling Your Story with Esri Story Maps:

## A New Medium for Geography- Based Storytelling

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esri

THE  
SCIENCE  
OF  
WHERE