



# Storytelling with GIS Maps



Digital Scholarship Workshop Series  
NCSU Libraries  
Erica Hayes



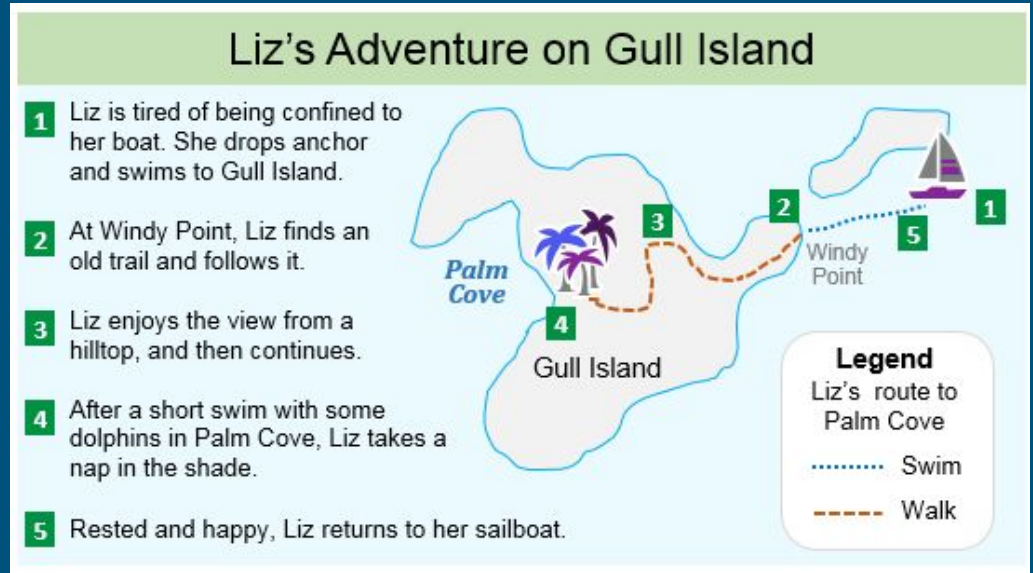
# Agenda

- Why use maps for storytelling?
- Tips for telling a good story
- What are Esri Story Maps?
- Types of Story Map Applications
- Examples of Story Maps
- Mapping Activity: Building a Map Tour
- Experiment & Practice
- Technical Advice & Helpful Resources
- Contact info

# Why use maps for storytelling?

Maps can help you...

- Visualize where events happened
- Gain insight into how far a character, person, or animal traveled
- Gain insight into why certain events happened
- etc.



# Tips for telling a good story

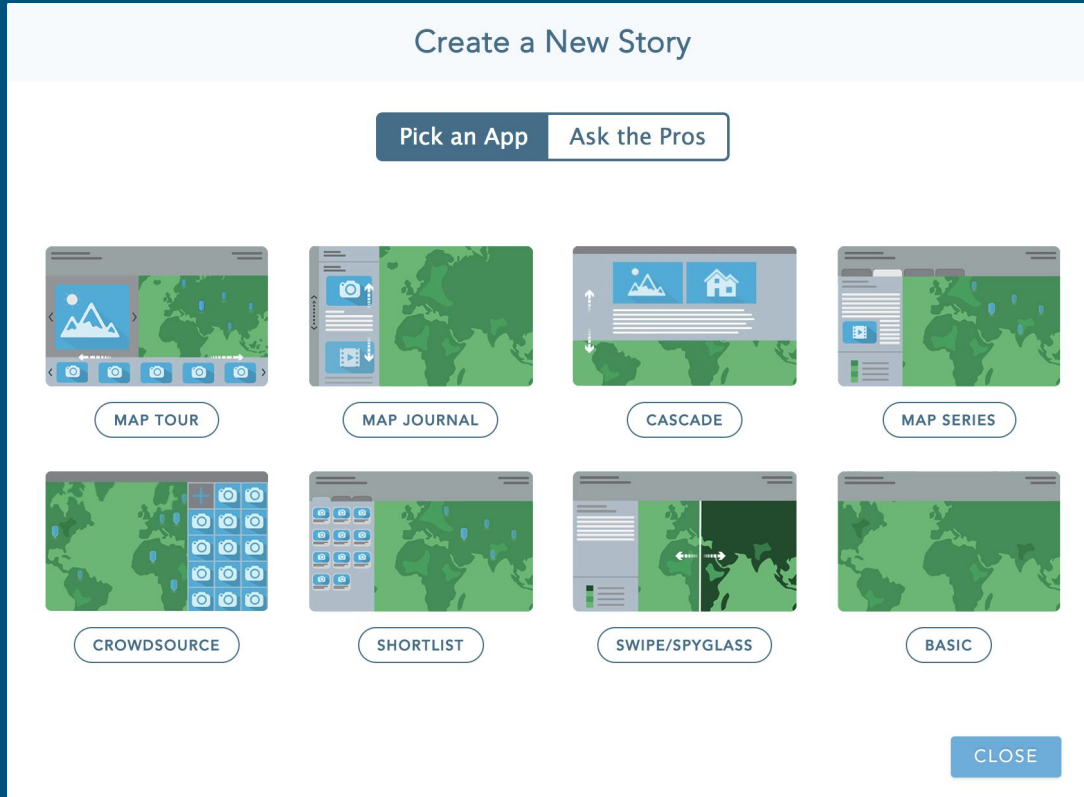
- Connect with your audience
  - who are they?
  - what do you want them to learn?
- Choose the best application that matches the media, amount of text, and story you want to tell
- Avoid visually complex symbols and icons
- Strive for simplicity & brevity when possible.

# What are Esri Story Maps?

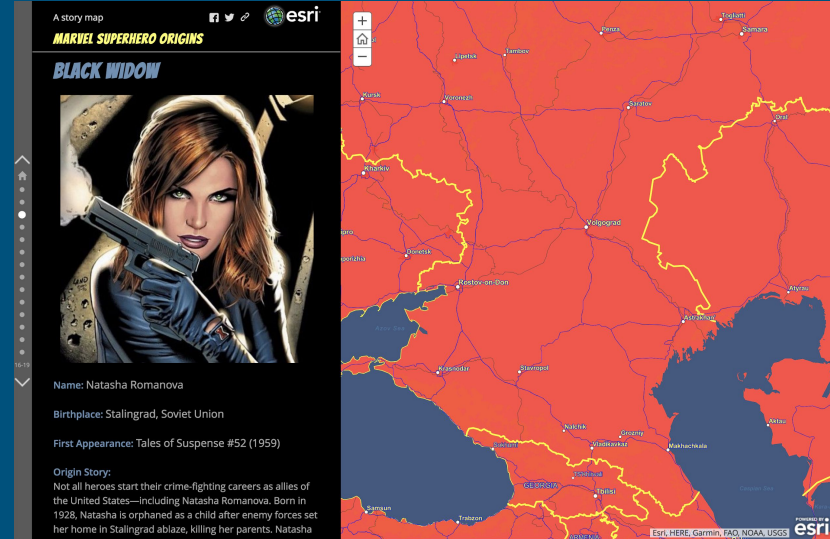
Esri Story Maps are simple web-based applications that combine interactive ArcGIS Online basemaps, multimedia content, and text to create your own geographic narrative. Hosted in the cloud, Story Maps enables you to build your own story with no web development or GIS skills.



# Types of Story Map Applications

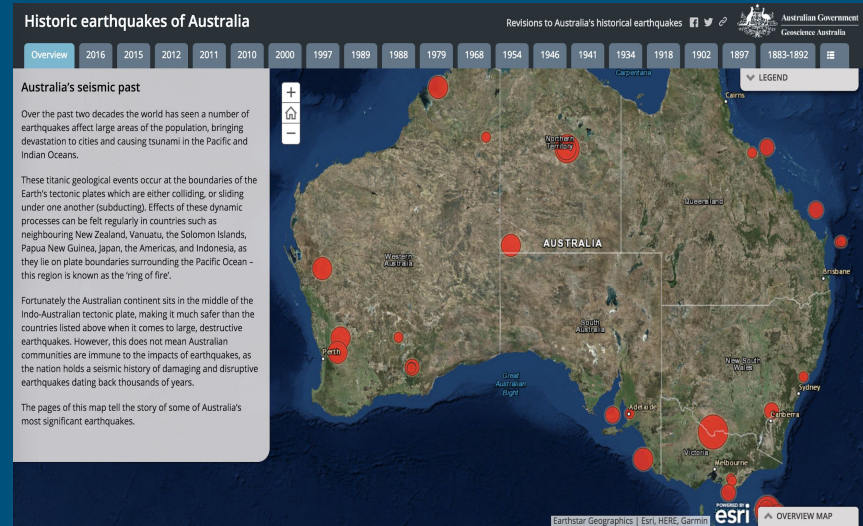


# Example--Story Map Journal



Story Map Journal: ideal when you want to scroll through sections of maps and combine it with narrative text, images, or videos. Each section in a Map Journal has an associated map, image, or video and text.

# Example--Story Map Series



Story Map Series-Tabbed Layout: ideal for presenting a series of maps via tabs. You can add text and multimedia content to each map you add to the series.

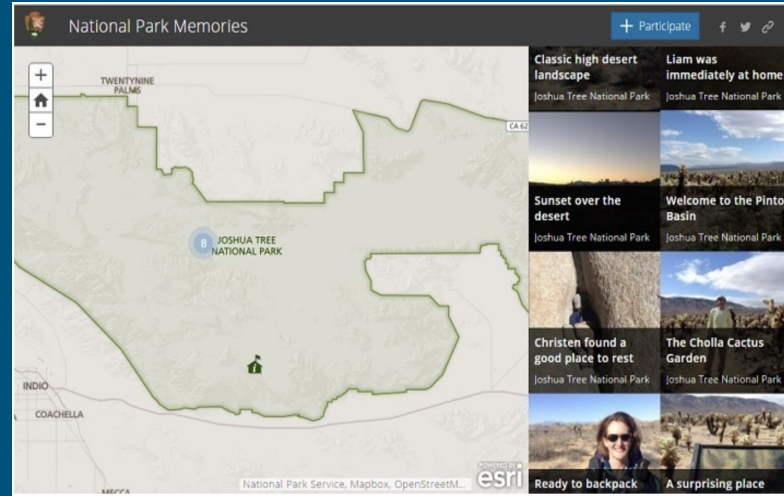


# Example--Story Map Cascade



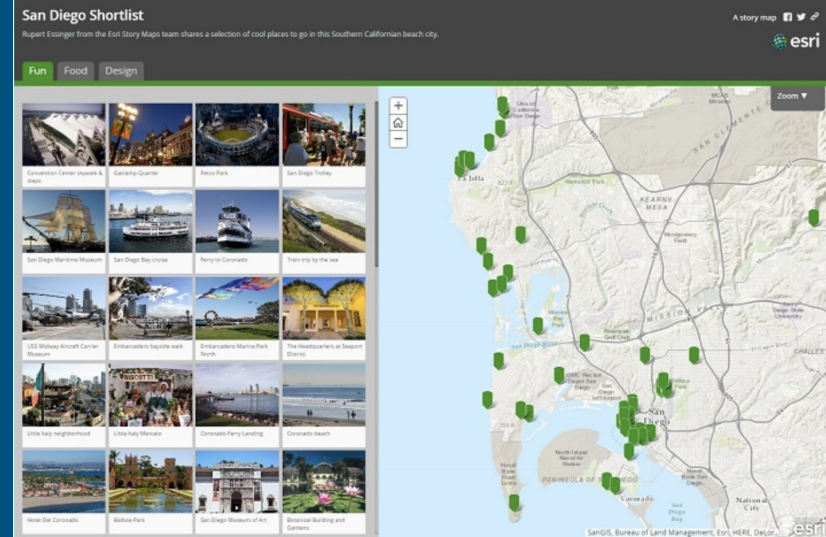
Story Map Cascade: ideal for presenting a full-screen scrolling experience that blends narrative text, maps, images, and videos. Sections contain text and in-line media with interactive transition effects.

# Example--Story Map Crowdsource



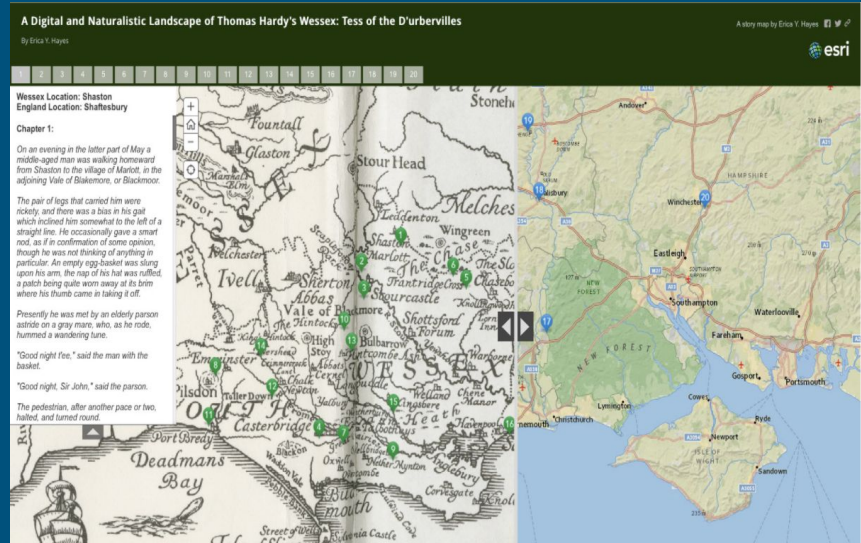
Story Map Crowdsource: enables you to publish and manage a crowdsourced story to which anyone can contribute photos with captions. To contribute people can sign in with their Facebook, Google, or ArcGIS account, or use a guest option. A vetting function allows you to approve the contributions.

# Example--Story Map Shortlist



Story Map Shortlist: ideal for presenting a large number of places organized into tabs based on themes (e.g. restaurants, hotels, and attractions).

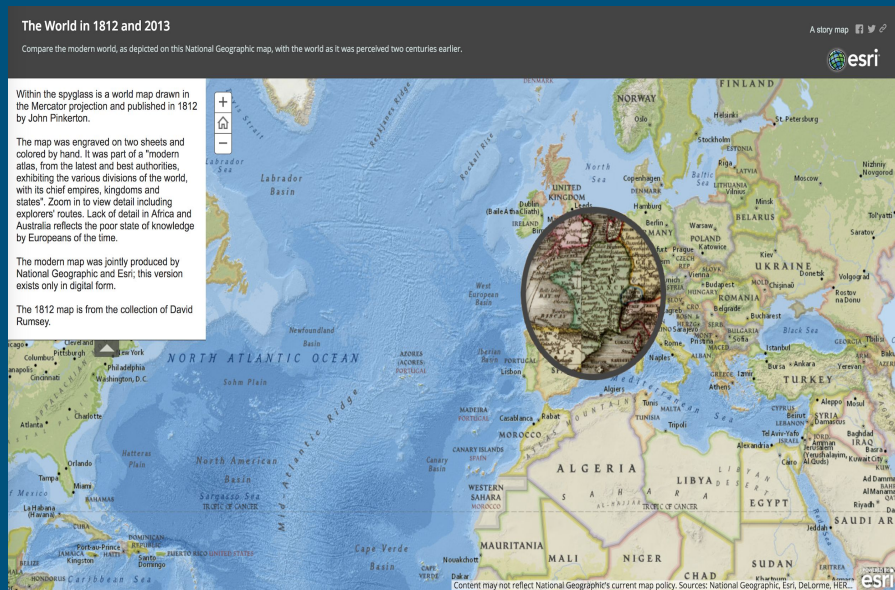
# Example--Story Map Swipe



Story Map Swiper: ideal for comparing two separate web maps or two layers of a single map by sliding a swipe tool back and forth.



# Example--Story Map Spyglass



Story Map Spyglass: similar to Story Map Swipe but the spyglass feature enables users to peer through one map on to another with a spyglass tool. Ideal for comparing a historical georeferenced map with a current map.

# Example--Story Map Tour



Story Map Tour: ideal when you want to present a linear, place-based narrative featuring images. Each "story point" in the narrative is geo-located.

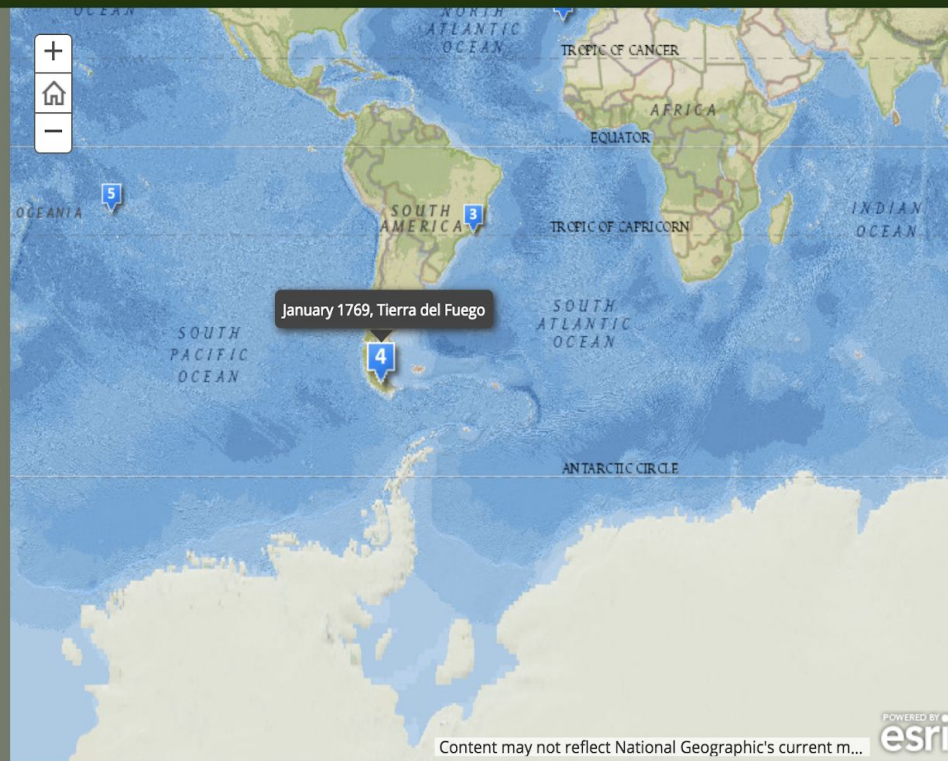
Today's Activity: Creating a Map Tour  
James Cook's First Voyage: 1768-1771



# James Cook's First Voyage 1768-1771

Erica Hayes

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



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1 August 1768, Departure from Plymouth, Devon (UK)



2 September 1768, Arrival in Funchal, Madeira



3 November 1768, Rio de Janeiro



4 January 1769, Tierra del Fuego



5 April 1769, Tahiti and the Observation of the Transit of Venus



6 October 1769, New Zealand



7 April 1770, Australia



8 October 1770, Batavia, Dutch East Indies (now Indonesia)



9 July 1771, Deal, Kent



Getting started:

Create an ArcGIS Online account

<https://www.arcgis.com/home/signin.html>

Esri E-Learning & Training

Provided by the NCSU Libraries

<https://www.lib.ncsu.edu/gis/virtcamp>

Download workshop files:

<http://go.ncsu.edu/storytelling-gis>

Story Maps ▾

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# Story Maps

Everyone has a story to tell.  
Harness the power of maps to tell yours.

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Get the latest Story Maps news delivered directly to you. [Sign up today.](#)

<https://storymaps.arcgis.com/en/>

# Technical Advice

- Image size should be less than 400 KB
- JPG is the recommended file format
- You can upload your images manually or link to them if they are hosted online in your csv
- You can embed your map tour in another website using an iframe (see FAQ link on how to do it under helpful resources slide)
- There is a 1,000 dataset point limit unless you want to download Story Maps and host it on your own website. For the Map Tour, you can add no more than 99 points. Keep in mind the larger your dataset, the slower your map will load.

# Helpful Resources

[Data and GIS Services at NCSU Libraries](#)

[Esri E-Learning Training at NCSU Libraries](#)

[Getting started with Esri Story Maps](#)

[Esri Story Maps FAQ](#)

[Esri Map Tour tutorial online](#)

[Esri Story Maps gallery](#)

[ArcGIS Online Assistant](#)

Practice & Experiment!

# Contact info for more help or consultations!



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Questions?