

Digital Storytelling with Mapping: KnightLab StoryMap

Developed by Colleen Nugent and Tieanna
Graphenred

Energy Democracy and Climate Resilience

Jennie Stephens

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Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

Workshop Outline

1. Overview of the Knight Lab StoryMap Tool
2. Example StoryMap
3. Step by step guide of how to use StoryMap
4. Create your own StoryMap!

Slides, handouts, and data available at

http://bit.ly/diti_fall2021-stephens-storymap



Learning Objectives

- Follow a step-by-step guide for creating, saving, and publishing maps using KnightLab's StoryMap
- Upload data into StoryMap, including location information, images, videos, and text
- Navigate StoryMap's map markers, location-finding system and customization options



StoryMap best practices

- Think carefully about the **audience** you are trying to reach with your map. This will impact your language, the order of your points, and the media that you choose.
- Think also about the **tone of the map**: the default for StoryMap can be very upbeat and informal, and that may not match the content you are sharing (think, for example, about renaming the button that says "start exploring")
- **Test your map** after you have created it, to make sure that all the narrative points flow and that the language is clear and concise



Anatomy of KnightLab StoryMap



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Slides or Map Markers

Each slide is a different marker point on your map/image. Each slide contains:

- Title and text. The text box reads basic HTML.
- A background image/color.
- A map marker, which can be placed using Google Maps locations or by placing the marker manually.
- Media: images, videos, and sound files can be uploaded. Since only *one* media file can be uploaded per slide, you can use the text box's HTML to integrate an image or another media type.



StoryMap Screen

Overall options
(like changing map layout)

SAVE OFTEN!

Preview your slides

Preview the
geographic points in all
of your slides

Title and content of
your text box

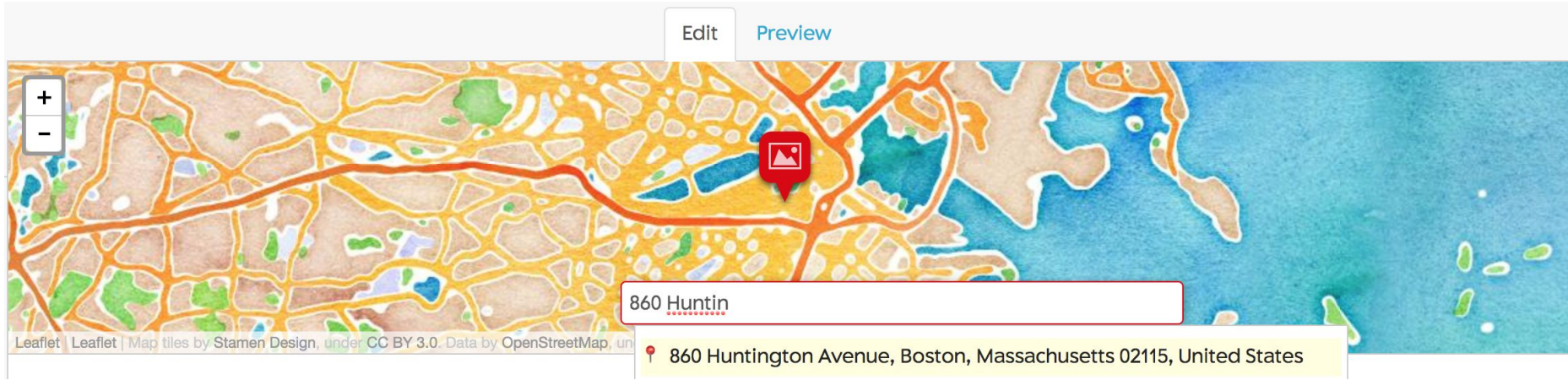
Color of the text box
background

Uploading photos
or other media!
Document what
you upload

Check out and add new
slides here



Add A Location



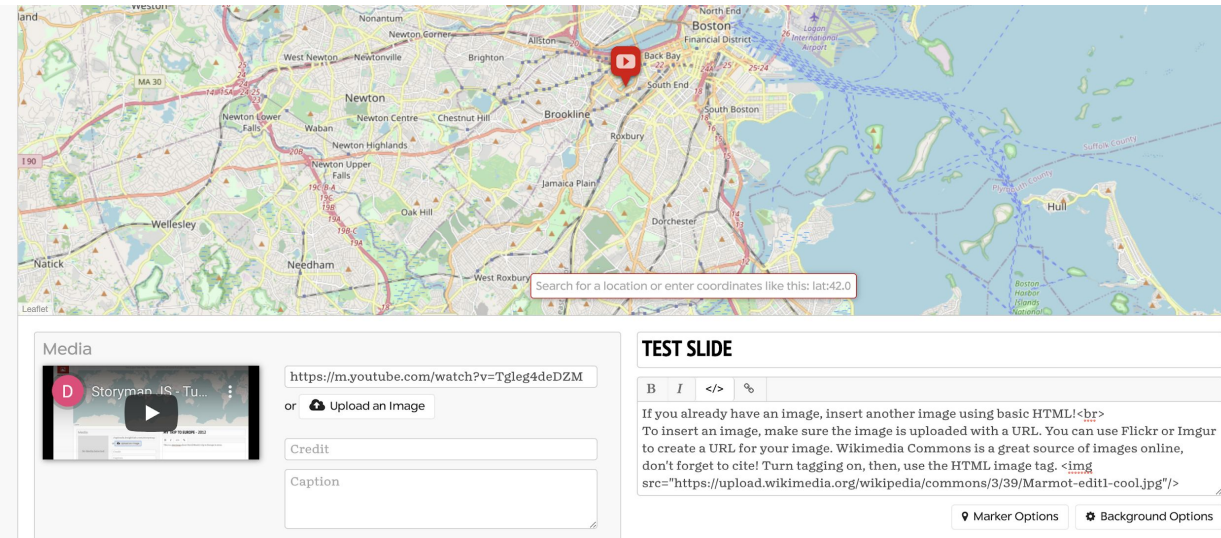
KnightLab StoryMap uses **Google Maps** to locate addresses

StoryMap, however, does **not** always recognize place names; you might need to know the **address** or location of particular structures

If you cannot find the address of a location, you can **drag and drop the map markers** to the specific location



Add Media and Images in Text



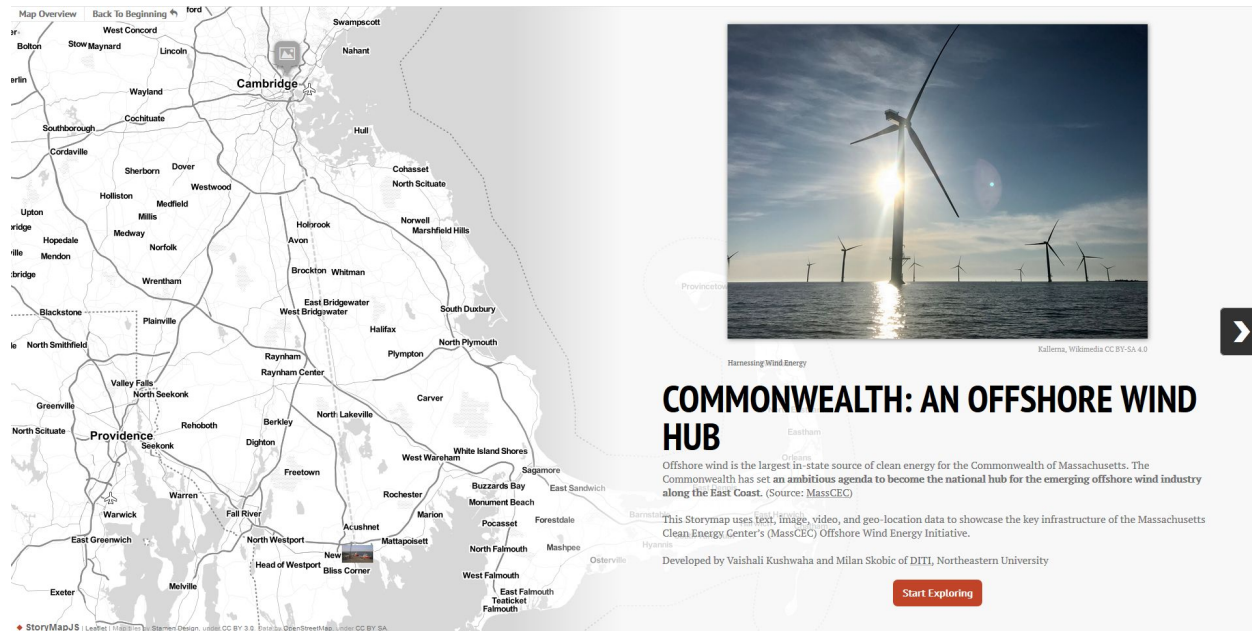
Use “media” to upload files. You can upload an image or put a **URL** of an image OR a video (like a YouTube video). If you want to include your own video, you will first have to upload it to YouTube and copy that link.

If you have an image or a video in the “media” section, but want to include an image in the **text**, you can! The text box reads basic HTML.

1. Click the `</>` button (turn on HTML)
2. Get a URL of your image. Wikimedia Commons is a great source of images. Make sure to use the embed file code--don't forget to cite!
3. Use the HTML `` tag to insert the image.
4. Check the “Preview” to see the image



Example StoryMap



<https://uploads.knightlab.com/storymapjs/04b543282ffa4d46b4852120b1f0a4ce/masscec-wind-energy-hub/draft.html>



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Activity: Start creating your StoryMap!

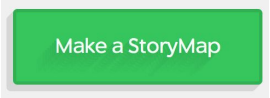
Using the materials you have collected since our last session, create your own short StoryMap with 2-3 stops. These points should come from the spreadsheet you have been building. The goal here is to show that you have used the StoryMap software and are thinking about what an effective narrative map looks like.

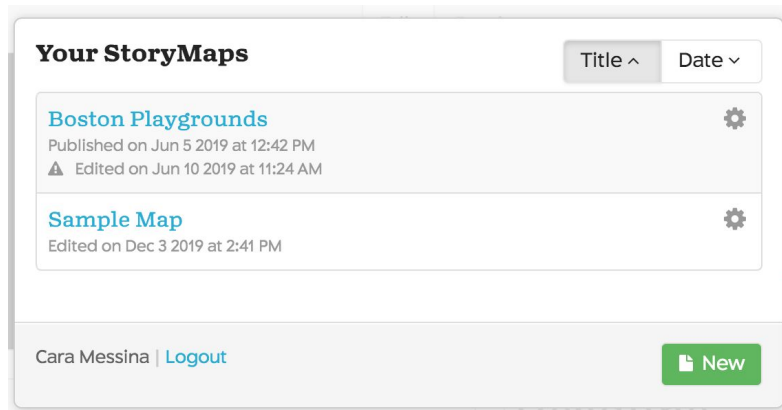
Suggestions:

- Create around 2-3 map markers, in addition to the “introduction” slide
- Include at least one image in your description using the HTML `` tag (instructions provided)
- Include at least one video



Create your StoryMap

- Go to <https://storymap.knightlab.com/>
- Click “Make a StoryMap” 
- Either create a new account or sign in through Google
- Once you’re signed in, click “New Map” (once you have created your map, it will be there for you to work on)
- Name your project



Share your work

- How do you think differently about these locations when they are in a StoryMap format?
- What was difficult or easy about this platform?
- What was interesting about seeing your data presented in a StoryMap format?



Thank you!

If you have any questions, contact DITI at nulab.info@gmail.com

Developed by Colleen Nugent
Digital Integration Teaching Initiative
DITI Research Fellow

Taught by Tieanna Graphenreed
DITI Fellow
Colleen Nugent (TBD)
DITI Fellow

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Schedule an appointment with us! <https://calendly.com/diti-nu>



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