

# Storytelling with Mapping: Knight Lab StoryMap

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HUSV 2500: Science of Play  
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Northeastern University  
*NULab for Texts, Maps, and Networks*

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

# Workshop Agenda

- Learn about StoryMap as a mode of conveying data and content
- Best practices and questions to consider before creating your StoryMap
- Steps for using Knight Lab StoryMap
- Start building!

Slides, handouts, and data available at

<http://bit.ly/diti-summer2020-mann>



# Workshop Objectives

- Articulate particular choices you will make when telling a story using a map
- Follow a step-by-step guide for creating, saving, and publishing maps using Knight Lab StoryMap
- Upload data into StoryMap, including location information, images, and text
- Navigate StoryMap's map markers and location-finding system



# What is a “story map”?

Telling a **story** using **maps**!

“You combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.”

- ESRI Story Maps Website



# Components of a Good Story?

- Building strong content
- Establishing protagonists and possibly antagonists for your narrative
- Outlining a clear series of events
- Including images!



# Questions to Consider Before Building

- What story am I trying to tell? What are the main points I want to convey?
- How can I best tell this story/give a tour of my place?
  - Is this with lots of photographs, text, maps, or all three? Should it be simple or complex?
- What is the best StoryMap template I can use to convey my information?
- Who is my audience?
  - How detailed to I need to be to address that audience?



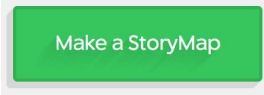
# Example Projects Using Maps to Tell Stories

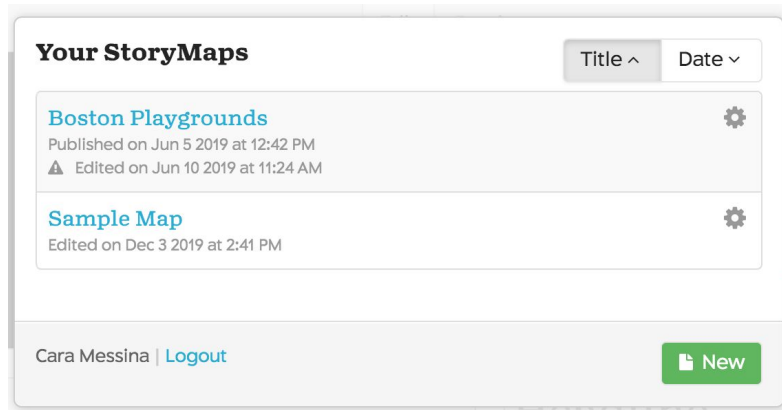
KnightLab StoryMap examples:

- [Mapping Black Paris](#): uses a map of Paris to tell the story of African Americans escaping their unjust treatment in the US during the early twentieth century.
- [Boston Parks and Playgrounds: Community Scan](#): uses a mix of textual, image, and geo-location data to tell a story about playgrounds in Boston's neighborhoods.
- [Arya's Journey in Game of Thrones](#): uses a map of Westeros to trace and tell the story of Arya's journey



# Create a 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





# Your StoryMap

Overall options  
(like changing map layout)

**SAVE A TON!**

Preview your slides

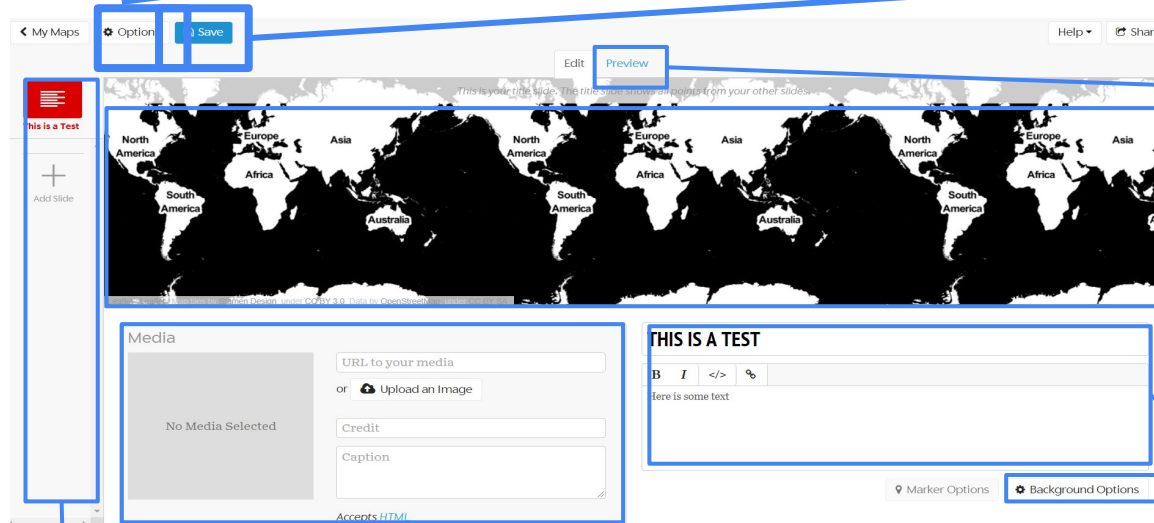
Preview the  
geographic points in all  
of your slides

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



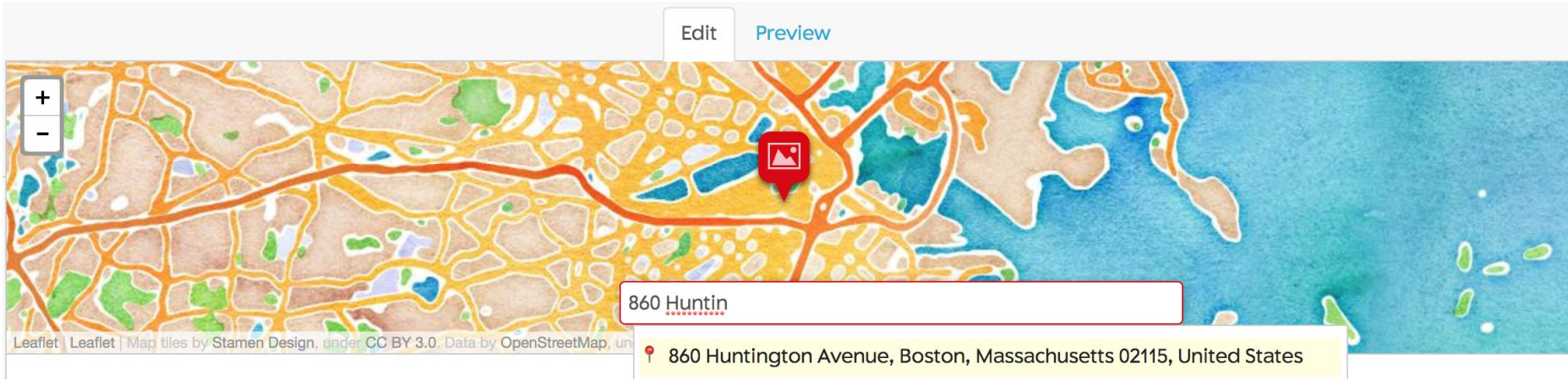
# Slides, or map markers

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.



# Add A Location



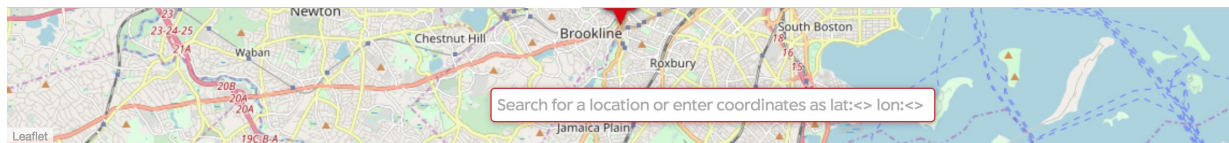
KnightLab StoryMaps uses **Google Maps** to locate addresses

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

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



# Add Media and Images in Text



Media

or Upload an Image

Accepts [HTML](#)

**TEST SLIDE**

**B** **I** **</>** **%**

If you already have an image, insert another image using basic HTML!<br>  
To insert an image, make sure the image is uploaded with a URL. You can use Flickr or Imgur to create a URL for your image.&nbsp; If you get an image from the internet, don't forget to cite! Turn tagging on, then, use the HTML image tag.  


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. Use Imgur or Flickr to upload your own, or find an image online—don't forget to cite!
3. Use the HTML `` tag to insert the image.
4. Check the “Preview” option to see the image

Use “media” to upload files. You can upload an image or add the **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.



# Sample data and experimentation

If you want to experiment with building a map of your own, go to the data folder for this class:

<http://bit.ly/diti-summer2020-mann-data>

Here, you'll find some sample images from parks and playgrounds in Boston, as well as park locations and descriptions.



# Thank you!

If you have any questions, contact us at:

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