



CETR Publicly Engaged Scholar In Residence Follow-Up Series
Interactive Mapping with KnightLab StoryMap
StoryMap Overview Information Handout
Digital Integration Teaching Initiative (DITI) • March 23, 2022 • 3:00pm EST

Knight Lab StoryMap Info

- [Knight Lab StoryMap site](#)
- [Knight Lab Support Forum](#)
- [DITI's Intro to StoryMap Video](#)

Knight Lab StoryMap is a user-friendly, web-browser mapping tool that allows users to choose a map and place markers across the map. Each marker can present images, texts, videos, and audio clips. The goal, then, is to tell a story with these markers and guide your audience through a journey.

Questions to Consider While Curating Your Content

- What story am I trying to tell? What is the main point(s) I want to convey?
- What locations are most necessary to tell this story accurately, expediently, and interestingly?
- How can I best tell this story/give a tour of a location? How can I integrate a balance of text, images, and other media forms?
- What images/media will best represent each location? How will the image enhance the story I want to tell?
- Who is my audience? What kinds of information does that audience need?

Story Map Examples

- [Mapping Black Paris](#)
- [Mapping American Childhoods](#)
- [Boston Parks and Playgrounds: Community Scan](#)
- [CETR's Fenway Community Walk](#)

Using StoryMap:

1. Create your Map
 - a. Go to <https://storymap.knightlab.com/>
 - b. Click "Make a StoryMap"
 - c. After creating an account or signing in, click "New Map" and name your project
2. Title Page
 - a. The title page will display all the map markers
 - b. The Text box on the bottom-right is where you put the project description



- c. Add Media for the page in the “Media” box (Image, caption, credit)
3. Add Slides (Map Markers)
 - a. Click the “Add Slide” button in the left-hand column
 - b. Add a Location
 - i. StoryMap uses Google Maps to locate addresses
 - ii. Type the address or coordinates into the search bar in center of page
 - iii. If you can’t find the location, you can drag and the drop map marker to a specific location
 - c. Add description and media (same as the Title Page)
4. Add Media and Images in Text
 - a. To add additional media to a slide, you can use basic HTML
 - b. Click the `</>` button (turn on HTML)
 - c. Get a URL of your image. Wikimedia Commons is a great source for images. Make sure to use the embed file code--don’t forget to cite!
 - d. Use the HTML `` tag to insert the image.
 - i. You can copy and paste directly from this [.txt file](#)
 - e. Check “Preview” to see the image
5. Customize
 - a. The “Options” button in the top left allows you to change the design of your map
 - b. “Background Options” in the bottom right of the text box allows you to customize the color of the background
 - a. “Marker Options” directly to the left of “Background Options” allows you to customize the map marker by uploading your own image

Frequently Asked Questions:

1. *How do I change my text color in KnightLab StoryMap?*
 - a. To change the text color in KnightLab StoryMap you’ll need to use the `` tag in HTML.
 - b. Click the HTML button (`</>`) in the editor. Then add the tag; for example: ` YOUR TEXT HERE `
Note: you must open and close the tags appropriately for the code to work.
 - c. Be sure to wrap the `` tag around **the entire text** you wish to be in a different color.
 - d. Experiment with different colors! Try it on your own by changing the color from “red” to “purple”.
2. *How do I add “alt” (alternative) text to my images for accessibility purposes (i.e., screen readers and other assisted technologies)?*
 - a. You can add alt text with HTML code, using the `` tag to make the image accessible for screenreaders.
 - i. Note: typically, the `` tag is associated with a specific image. However, the software for StoryMap separates the slide image from the caption. Be

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aware of this as you make accessibility-related improvements to your StoryMap.

- b. Alternatively, **you can do longer-form, more detailed image descriptions within the caption section** of the image slide. This may be the best approach considering software limitations.

Best Practices for StoryMaps

- Search for media that is open-source or usable under fair-use guidelines. DITI recommends Wikimedia Commons and DPLA ([Digital Public Library of America](#)).
- Ensure proper credit/attribution is given for images and other media content.
 - Questions to consider: Who created this image/media? Have I attributed credit properly to the creator? Did I input the **correct image link**?
 - [Fair Use Handout](#)
- Consider whether the design of your StoryMap matches the tone you want to convey to your audience, and vice versa.

A Note on Save States:

StoryMap does not keep older versions of your project, so once you make and save changes, you cannot retrieve a previous version. You can also write over new content if you have your StoryMap open in multiple browser tabs or windows at once. It is a good idea to plan out your StoryMap in a separate document so you have your content saved somewhere.

This handout is meant to help you consider best practices to prepare and store your content in a separate off StoryMaps, using the [StoryMap spreadsheet template](#).*

** Template based on the StoryMap Spreadsheet Template created by Molly Brown, Reference and Outreach Archivist, Northeastern University Library.*

Using The StoryMap Template for Content Curation

Curating your content is one of the first steps in building your StoryMap.

To get started, make a copy of the [StoryMap spreadsheet template](#) and use it to fill in the different sites you want to map, images you want to include, and so on.

Important: make a copy, don't edit the main template!! (In the top menu Click File > Make a copy)

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Get to Know It: The Landscape of the StoryMap Template Spreadsheet.

1. The **slide number** (column A) can serve as the order in which your sites appear on your map and the **site name** (column B) can be used to label sites on your map.
2. The **site location** (column C) is used to identify a point on your map where the site is physically located (address or coordinates).
3. The **image URL/File location** (column D) is useful in keeping track of images of sites. Always **credit** (column E) your images to indicate their origin. Also include a **caption** (column F) describing your image.
4. The **headline** (column G) can serve as the official title or label of your site. Including a **narrative** (column H) provides more context as to why your site is important.
5. Citation is important! Do not forget to cite your sources. (Column I)
6. You may want to include additional media related to your site (e.g. newspaper clippings, additional photos, etc.). Use Columns J and K for this, and expand as needed.

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