Story Maps

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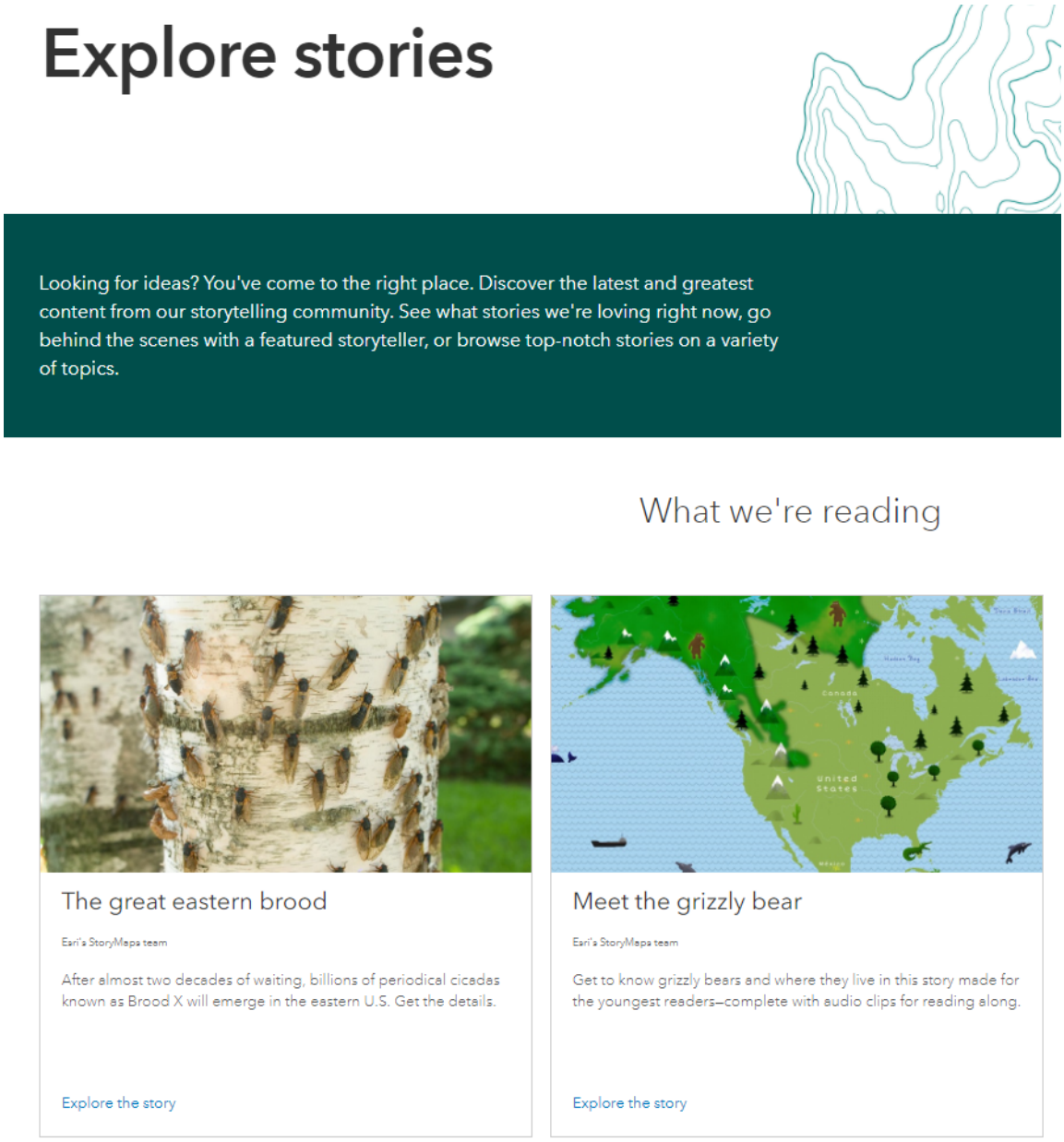
Introduction

Story Maps are an application within ArcGIS Online which allows you to integrate web maps with text, images, and other multimedia content.

Story Maps allow you to:

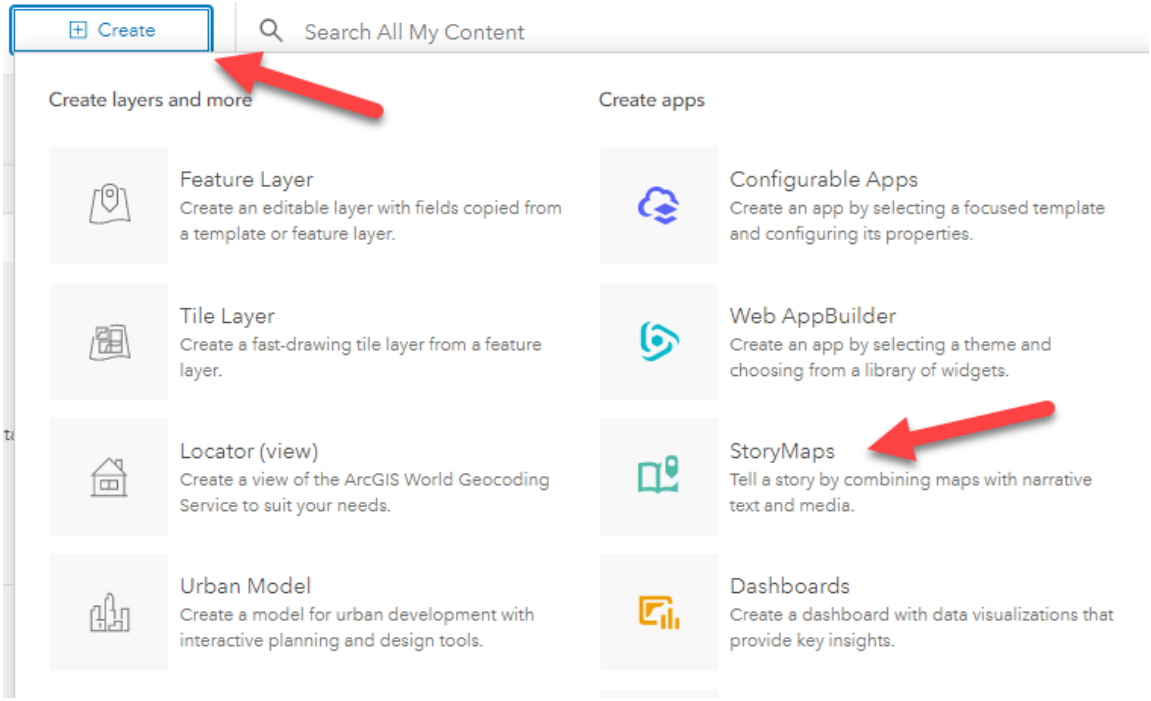
- Put your web maps in context
- Compare web maps and data sets
- Experiment!



\ **Figure 01**. Explore Stories

Basics

The first step is to log on to ArcGIS Online, go to your Content section, and click Create then Story Maps.

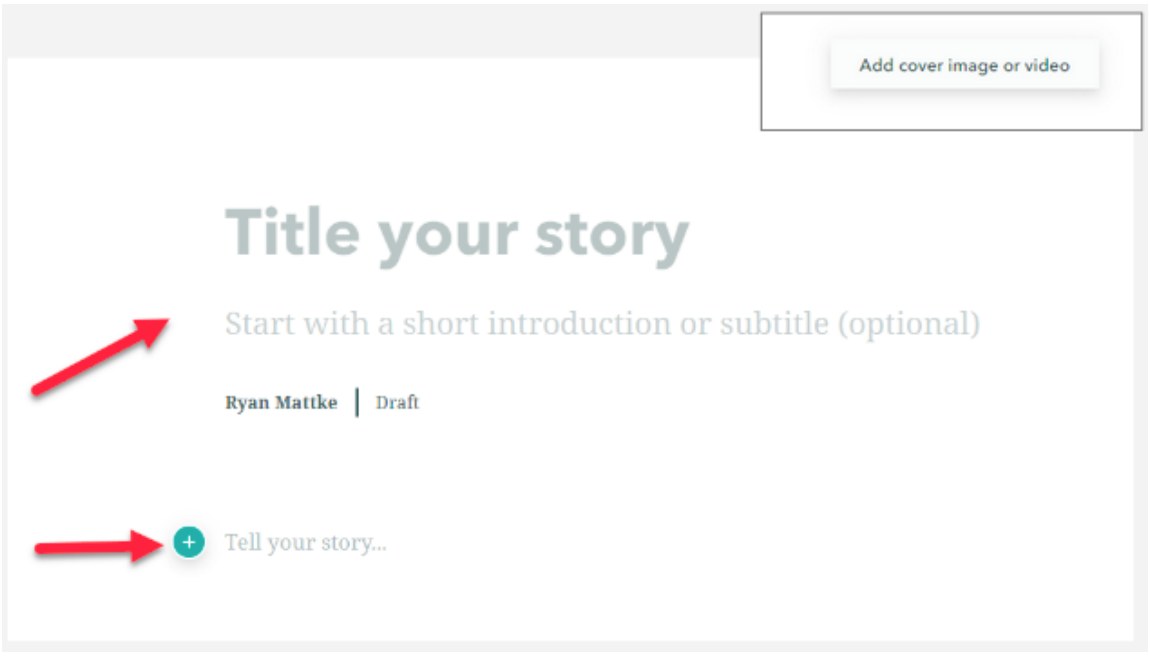


\ **Figure 02**. Create Story Map

Give you story a title and a subtitle and/or an introduction.

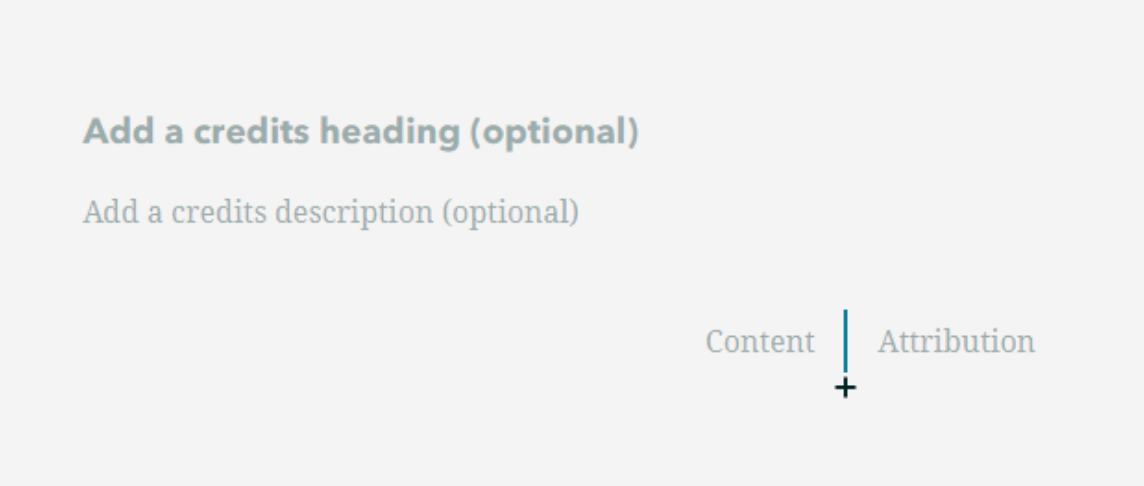
Add cover image or video (upper right).

Click the "+" symbol to add content to the story map.



\ **Figure 03**. Adding Title and Content

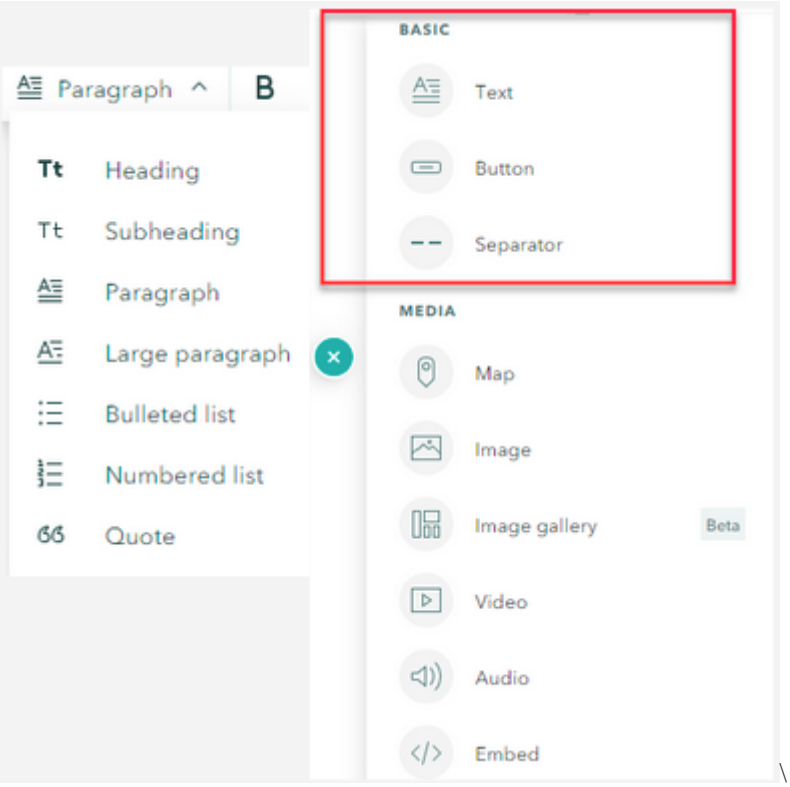
Be sure to take advantage of the options (at the bottom/end of the story map) to add credits and content attribution.



\ **Figure 04**. Adding Credits

Basic options for content:

- Text – Options include heading, subheading, paragraph, , large paragraph, bulleted list, numbered list, and quote
- Button – To highlight a link with text
- Separator – Insert a horizontal line



\ **Figure 05**. Content Options

Media options for content:

- Map – Insert a web map or web app from ArcGIS Online

• Image – Upload or link to a jpg, png, gif, or svg file

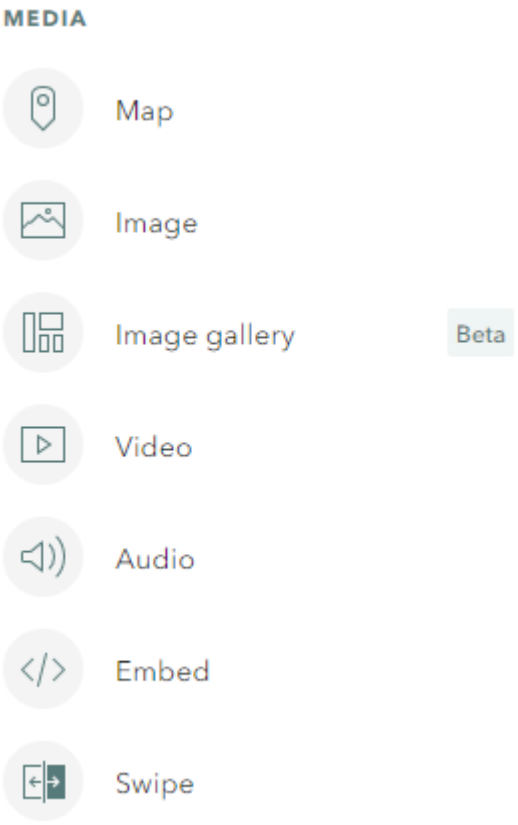
• Image Gallery – Insert a gallery of up to 12 images

• Video – Upload or link to video content

• Audio – Upload or link to audio content

• Embed – Embed using iframe code or a web url; this could be a website, or even another story map

• Swipe – Compare two web maps or images



\ **Figure 06**. Media Options

Immersive options for content:

• Slideshow – Full screen, media-focused layout

• Sidecar – Stationary text/media panel with a scrolling narrative panel that can include web maps

• Map tour – Showcase a set of locations

Intermediate

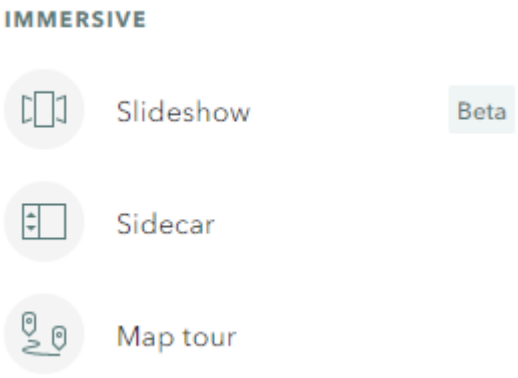
Once you have the basics down, try something a little more fancy...

Immersive options for content:

• Slideshow – Full screen, media-focused layout

• Sidecar – Stationary text/media panel with a scrolling narrative panel that can include web maps

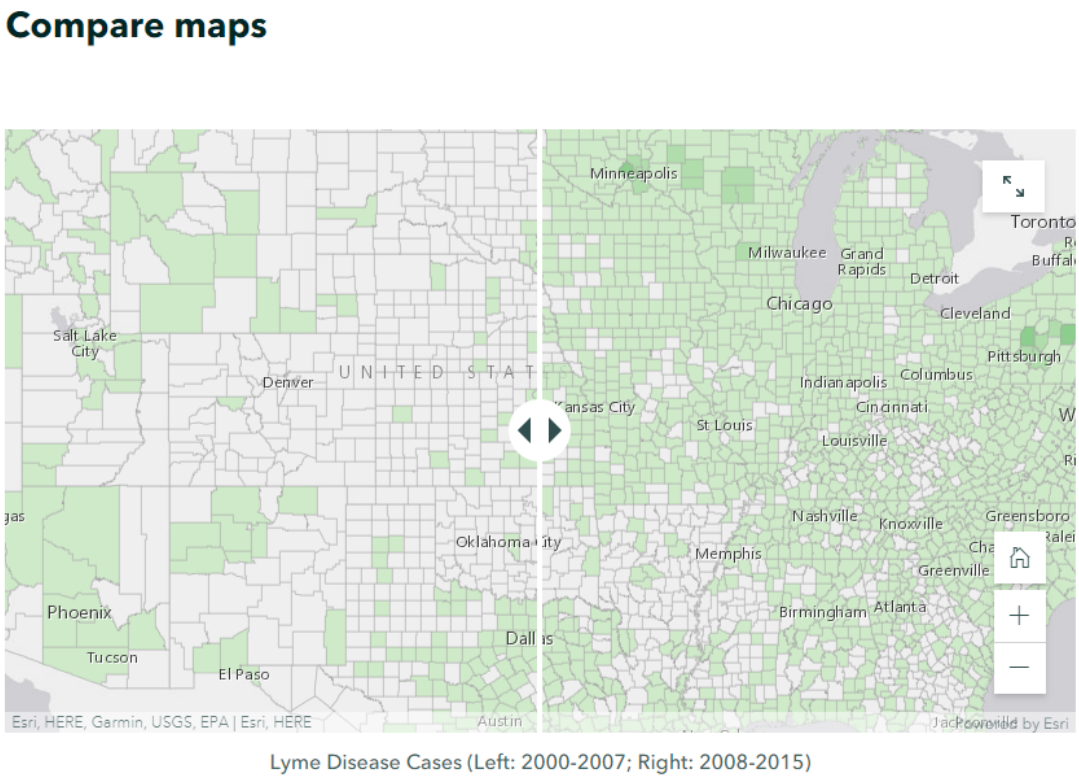
• Map tour – Showcase a set of locations



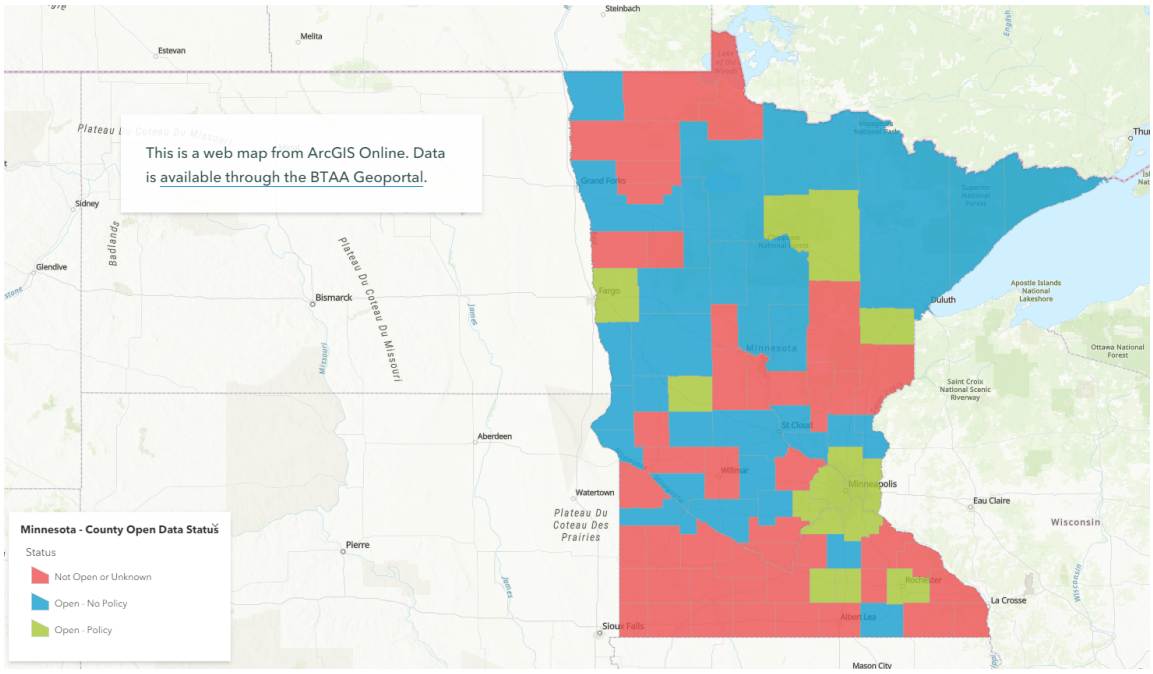
\ **Figure 07**. Immersive Options

Explore

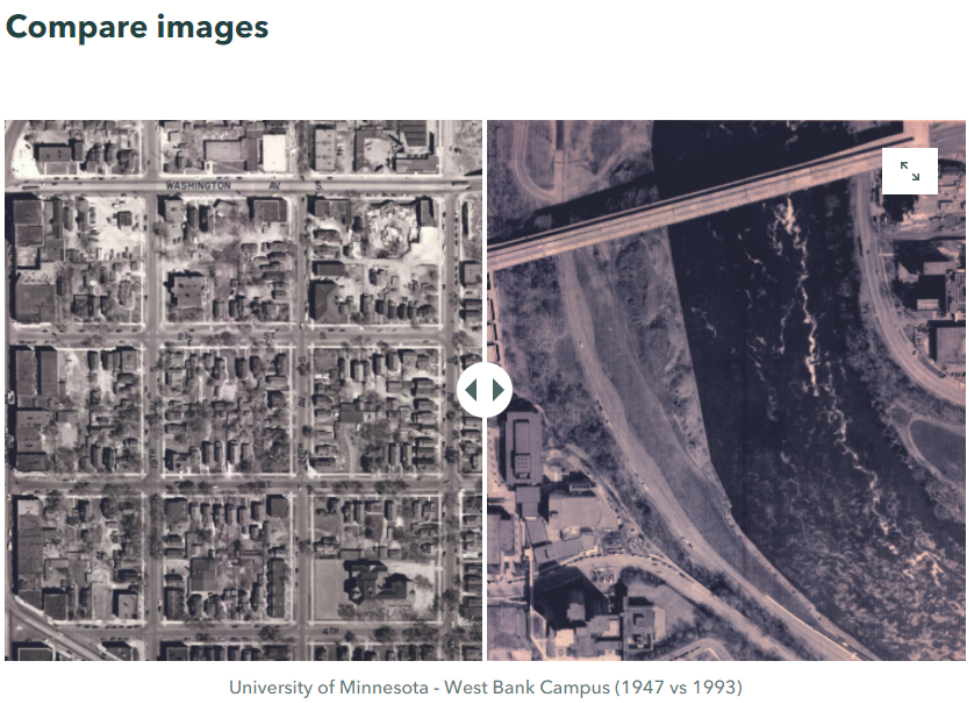
Example Story Map from the Big Ten Academic Alliance Geospatial Data Project



\ **Figure 08**. Compare Maps



\ **Figure 09**. Open Data Status



\ **Figure 10**. Compare Images

Resources

- Instruction for Creating Dynamic Digital Narratives
- Nine steps to great storytelling
- Five Principles of Effective Storytelling

- Esri Resources Page
- Visual storytelling: Bring your narrative to life with an effective mix of photos
- How to make an awful story map