

Guided Exercise

Create a Story Map

Section 3 Exercise 1

08/2017



Create a Story Map

Time to complete

Approximately 30 minutes.

Introduction

In this section, we will introduce you to Esri Story Maps. Story Maps let you combine maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.

Story Maps are web applications that you configure using interactive builders. No coding is required! A set of different Story Map app templates are built into ArcGIS, each providing a different layout. You simply choose the one you want to use that will work best for the sort of story you want to tell. You can browse the available apps on the [Story Maps website Apps page](#). Story Map apps are designed to be responsive and can be viewed on computers and mobile devices.

For the first exercise, you will use the [Story Map Tour app template](#), one of the most popular story map layouts. Map Tours simply present a sequence of photos or videos and a map. The Story Map Tour Builder automatically creates the web map for you based on the content you use. Other story map app templates, like the [Story Map Journal](#) and [Story Map Series](#), let you use web maps you have already created or create and edit your web map inside their Builders. So for those apps it is helpful to know the basics of authoring web maps in ArcGIS Online's Map Viewer.

Let's get started!

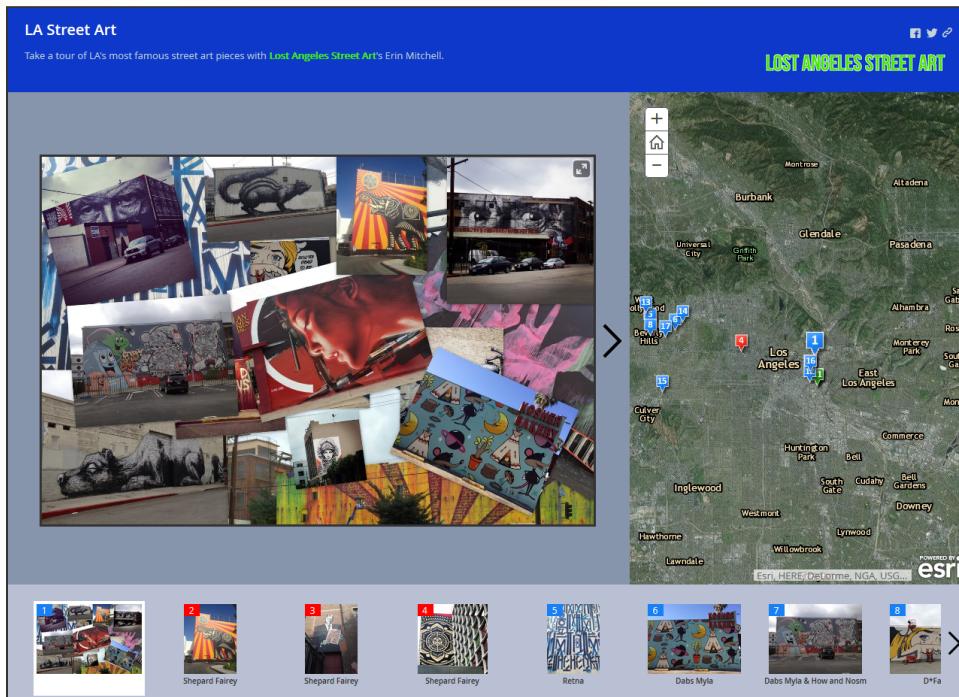
Step 1: Examine a Story Map Tour

To begin, let's look at the Story Map you are going to create.

- a Open a new Internet browser tab or window.
- b Go to <http://www.esriurl.com/LAStreetArt>. Have a look around.

You will see a series of images of street art in Los Angeles, California that correspond to locations on a map. This very simple but powerful web app combines images from Erin Mitchell's famous [Lost Angeles Street Art blog](#), maps where those images were taken, and

provides textual information that often links out to artists' pages. We are presented with a wealth of information in an easy-to-navigate, interactive format.



Creating a similar app is easy. Let's get started!

Step 2: Download and review supporting content for your app

- a Download the [LAStreetArt.zip](#) file and unpack it in a convenient location.

You will use the documents within this file to create your Story Map.

Just like if you were writing a story or essay, you should outline the content before creating the product. For this exercise, we have prepared the outline for you. Our outline is quite detailed for demonstration purposes, but as you create more Story Maps, you will get a feel for how much or how little information you will need to sketch out beforehand.

- b From the location you unpacked the ZIP file to, open the LAStreetArt_Outline PDF file.

LAStreetArt.zip				
Name	Date modified	Type	Size	
LAStreetArt.csv	12/31/2015 11:51 ...	Microsoft Excel Comma Separated Values File	8 KB	
LAStreetArt_Outline	12/31/2015 11:51 ...	Adobe Acrobat Document	1,063 KB	

On the first page, there is some information that you will use to configure your app. We will get to that later. For now, let's look at the list of images, names, and descriptions. The images and text should look familiar from viewing the app earlier. You will notice that some of the descriptions have text that looks something like this:

```
<a href = "URL">Some Text</a>
```

For those of you who don't know, the `<a>` tag is used to create a hyperlink in HTML. The "href" is an attribute of the `<a>` tag; it indicates the destination of the link, most commonly a web page address, or URL. To create a real code line, using the one above as a guide, replace URL with a real web address and replace Some Text with the real text you want to display.

For example, examine the following code line:

```
<a href = "www.esri.com">Esri Homepage</a>
```

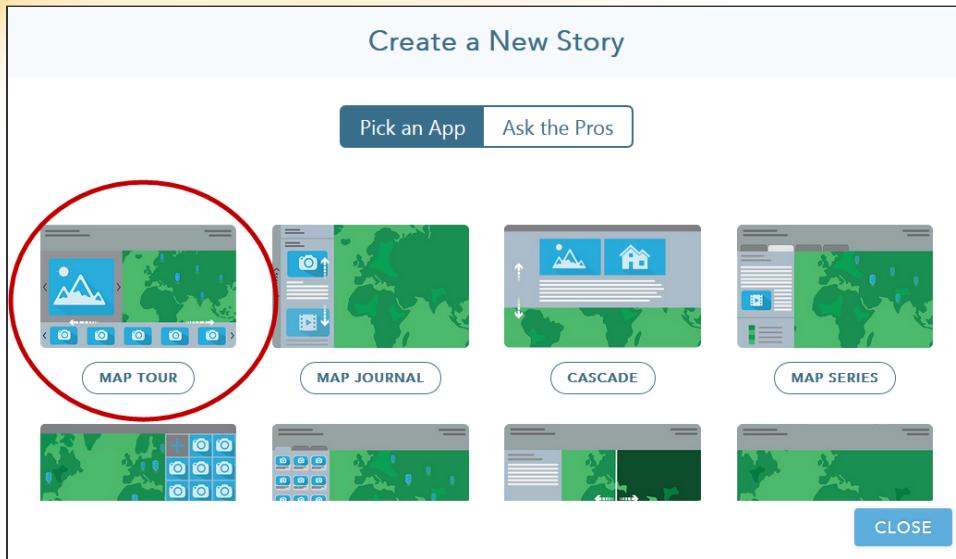
The words Esri Homepage would display on the web page as a link. If someone were to click it, the browser would take him or her to <http://www.esri.com/>. It's that simple. You now know a little HTML!

For your LA Street Art Story Map, you will use the `<a>` tag to link to more information about a particular artist or artist's work. Compare the descriptions in the outline to the links in the web app. You will notice that in the web app, all you see is the text between the tags. If you click on the text, it will direct you to the URL in the href attribute. Pretty cool, huh!?

Okay, so how do you turn the outline into a web app?

Step 3: Create a Map Tour app

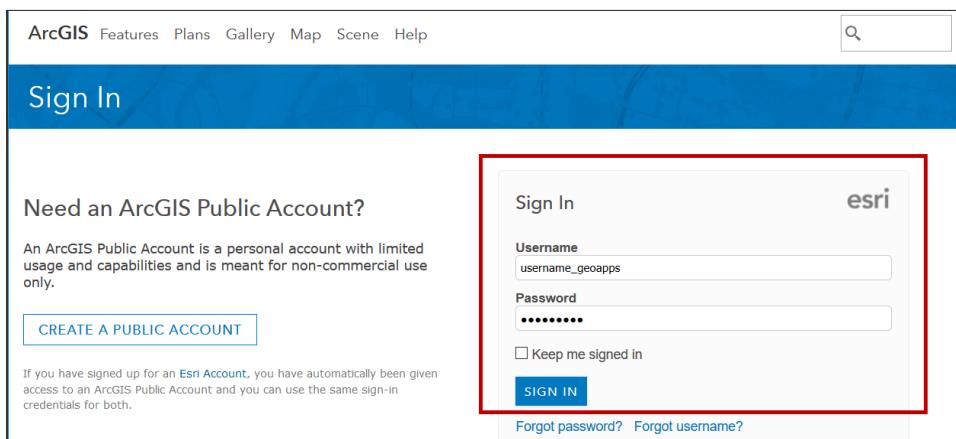
- a Browse to <https://storymaps.arcgis.com/en/>.
- b Scroll down, click Create Story, and then select the first template: Map Tour.



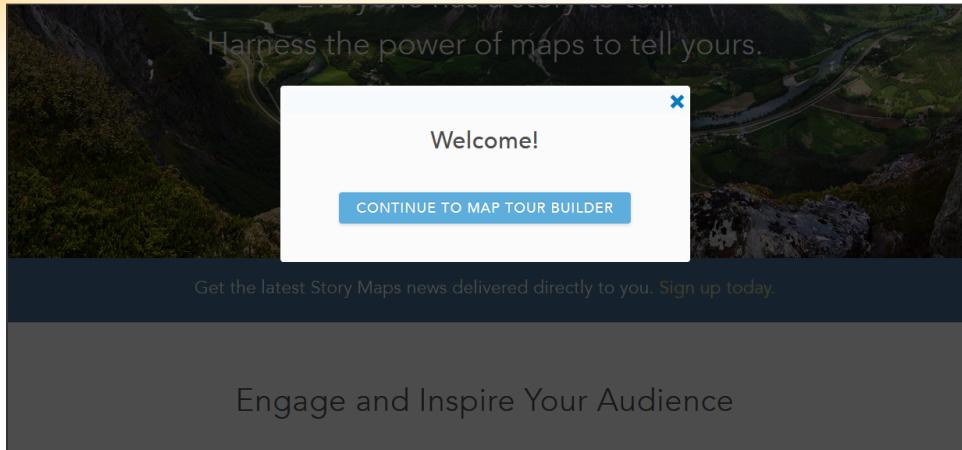
A window appears, asking you for your ArcGIS Online credentials.

- c Sign in using the ArcGIS Online credentials explained at the start of this course.

Note: The Section 1 Exercise 1 PDF explains how to determine your ArcGIS Online credentials (username and password) for this course. If you have trouble signing in, email gistraining@esri.com for assistance.

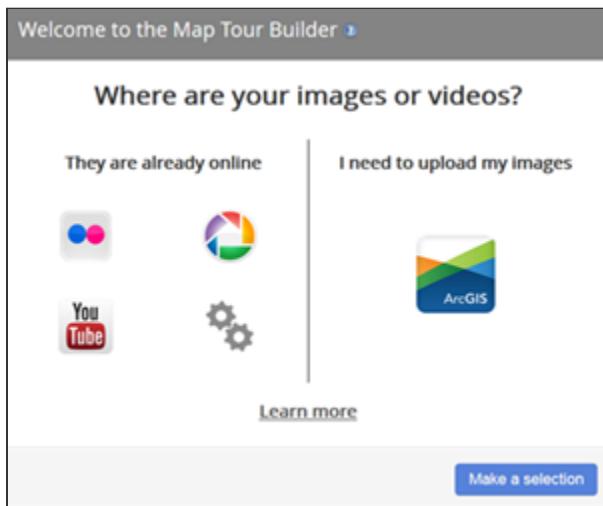


The Map Tour Builder Welcome window appears.



- d Click Continue to Map Tour Builder.

You are now in Map Tour Builder mode where you are prompted to identify the location of your images.



There are three main ways to import your images or videos and their locations into your Map Tour. You can use a Comma Separated Value (CSV) file or an independent media hosting service like Flickr or YouTube, or you can add them manually. We will show you all three, but let's begin with the CSV file.

Step 4: Import data from a CSV file

- a From the location you unpacked the ZIP file to earlier, open the LAStreetArt.csv file you downloaded earlier.

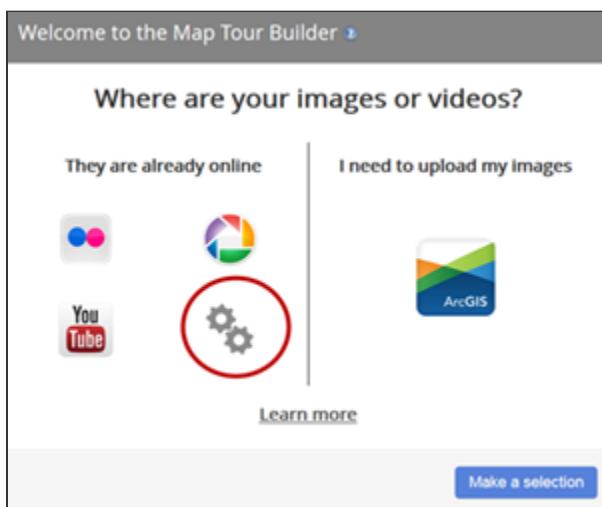
	A	B	C	D	E	F	G	H
1	name	description	icon_color	pic_url	thumb_url	is_video	x	y
2			b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.232	34.0588
3	Shepard Fairey	Shepard Fairey	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.385	34.0816
4	Shepard Fairey	He began posting "Andre the Giant" stickers in 1982.	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.238	34.0463
5	Shepard Fairey	Shepard gained widespread recognition for his work.	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.301	34.0621
6	Retna	Retna	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.384	34.0815
7	Dabs Myla	Melbourne natives, Dabs Myla	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.361	34.0778
8	Dabs Myla & Roa	& Roa	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.237	34.0458
9	D*Face	D*Face	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.384	34.0736
10	Roa	Roa	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.231	34.036
11	Roa	He usually paints wild art on walls.	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.231	34.0364
12	Roa	Roa's palette is generally bright and colorful.	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.232	34.0363
13	Risk	Risk Rock It	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.238	34.0384
14	Michael Owen	Michael Owen	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.388	34.0909
15	Hijack	Hijack, the son of artist Nychos.	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.354	34.0839
16	Nychos	Nychos	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.373	34.0313
17	JR	JR	b	http://lh3.googleusercontent.com	http://lh3.googleusercontent.com	FALSE	-118.237	34.0463

Each of these columns, or fields, indicates the type of information that you will enter for each location on the map tour. The Name and Description fields in this spreadsheet correspond to those in our outline.

The **Icon_color** field corresponds to the color of the point symbol in the finished web app. The **Pic_url** and **Thumb_url** fields show where each image is being hosted. The **Is_video** field indicates whether the content is a video (we are only using images, so every entry is set to FALSE). Finally, the **X** and **Y** fields indicate the location, in longitude and latitude, of each piece of art.

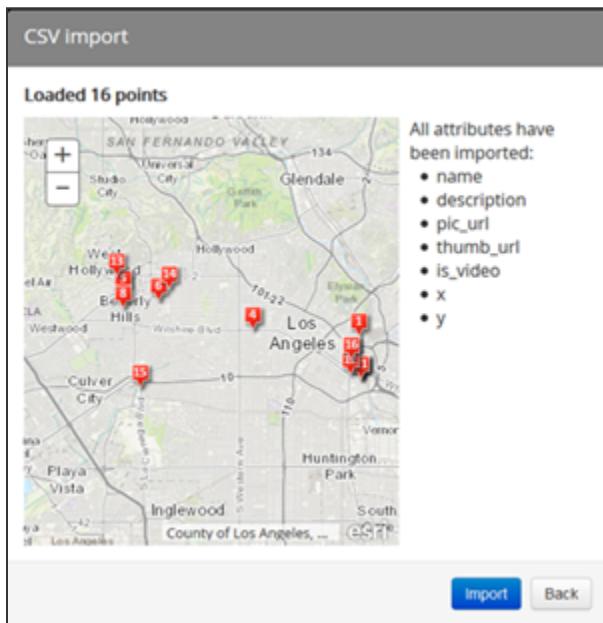
Let's see what happens when you add this spreadsheet to your Map Tour.

- b** Close the LAStreetArt.csv file and, when prompted, click Don't Save.



- c In the Map Tour Builder, click the cog wheel icon (Advanced Options) and select Import Tour Data From A CSV File. You can either click the green button and browse to the LAStreetArt.csv file, or just drag the file from your desktop into the box.

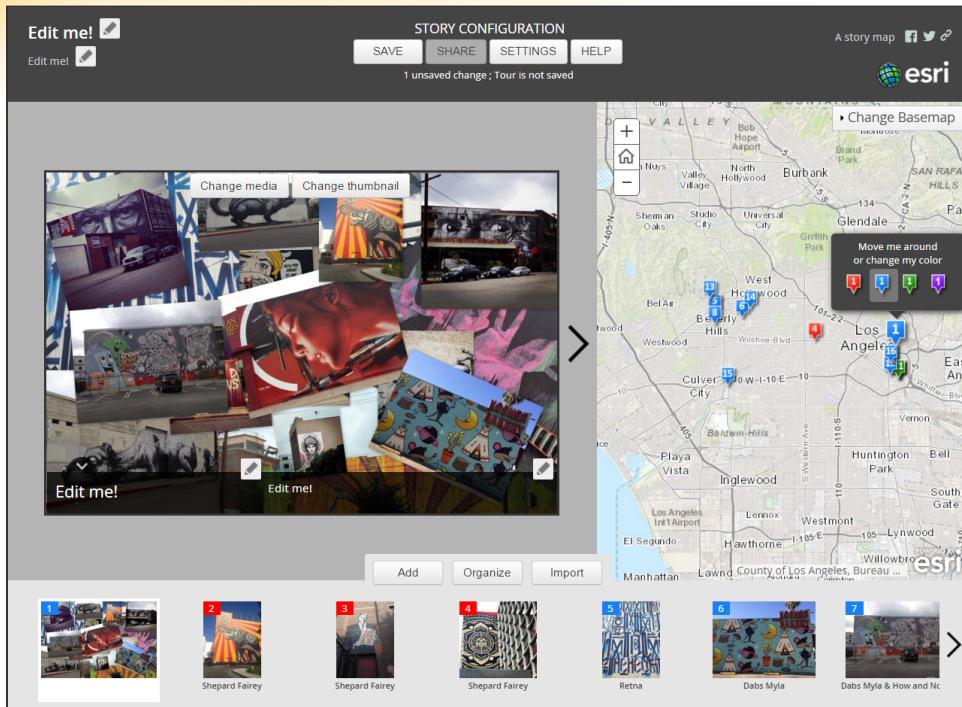
You should get a pop-up that says Loaded 16 Points.



- d Click Import.

You will see that the 16 images, their names and descriptions, and icon colors are all added to your Map Tour. You are almost finished by simply dragging the CSV file into the builder!

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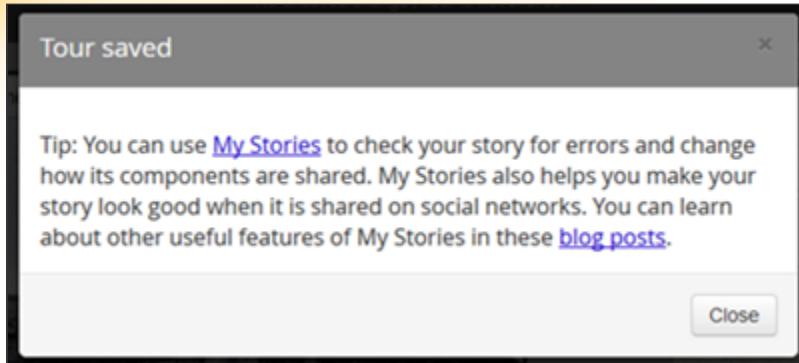
We know, we know, there was some work to be done leading up to this step, but if you have a rich outline, the URLs for where your media is hosted, and the coordinates for where you want them on the map, **using the CSV method is a great way** to get your content into your Map Tour.

- e Click Edit Me! in the upper-left corner, and then copy and paste the title from the StreetArt_Outline document (LA Street Art).

Note: You must include a title for your Story Map before saving it.

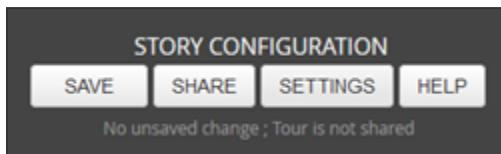
- f After you have inserted the title, press Enter and then click Save.

When you save for the first time, you are greeted with a pop-up notifying you that your Map Tour was saved successfully. **You will now have two items in your ArcGIS Online content folder:** your Map Tour app and the web map the builder created to seed your app.



- g Close the pop-up.

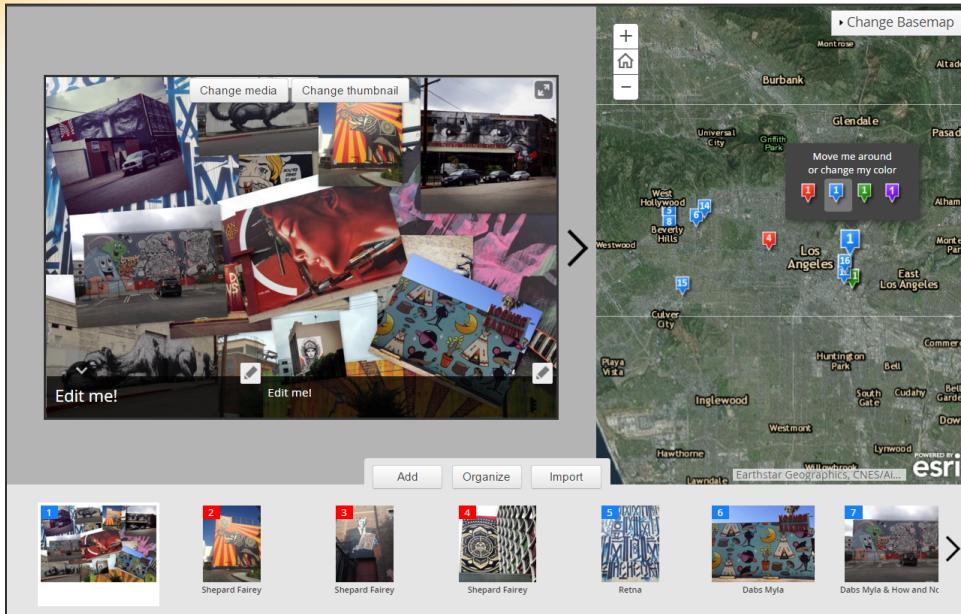
It is important to regularly save any changes you make to your Map Tour. You don't want to have to redo any of your hard work if your browser crashes. You can see how many unsaved changes you have by looking at the top of the map, under the Story Configuration buttons.



Step 5: Change the basemap

Now, let's change the basemap. A basemap is a non-editable layer that provides background, or reference information, in your map.

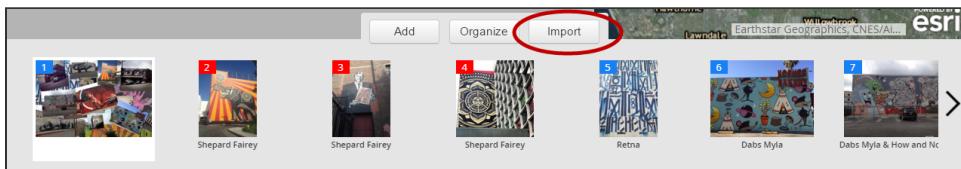
- a Navigate to the upper-right corner of the map and click Change Basemap.
- b Because you want your users to be able to see aerial images of the neighborhoods where street art is located, as well as see place names to orient themselves, select the **Imagery With Labels** basemap.



You might have noticed that there are 17 images in the StreetArt_Outline document, but that only 16 images appear in your Story Map. You will bring in the missing image now.

Step 6: Import an image from Picasa

- a Click Import (just above the image carousel).



You are presented with different media hosting services, and even given the option to import more content with a CSV file. Feel free to explore the different import methods later. For now, you will bring in your final image from [Picasa](#).

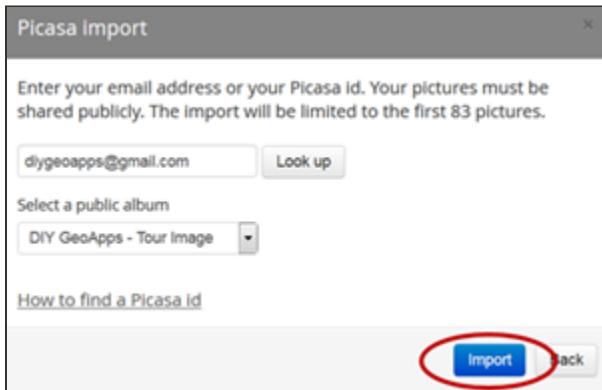
- b Select the Picasa logo (the colored wheel in the middle). You will be asked to enter the email address or ID for your Picasa account.

Note: Don't worry if you don't have a Picasa account; we will use an already-created shared account for this exercise.

- c Type diygeoapps@gmail.com and click Look Up.

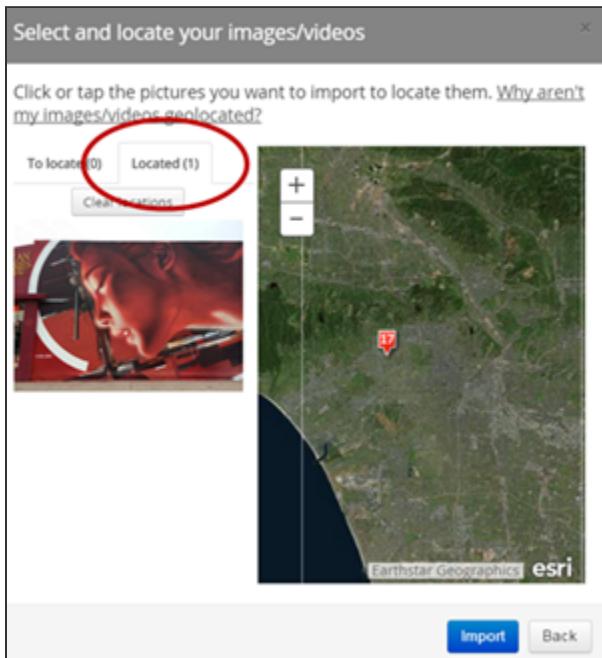
Note: All images in your independent hosting environments, like Picasa or Flickr, must be made public in order to use them in your Map Tour.

- d From the drop-down menu, select DIY Geo Apps - Tour Image, and then click Import.



- e Click the Located tab.

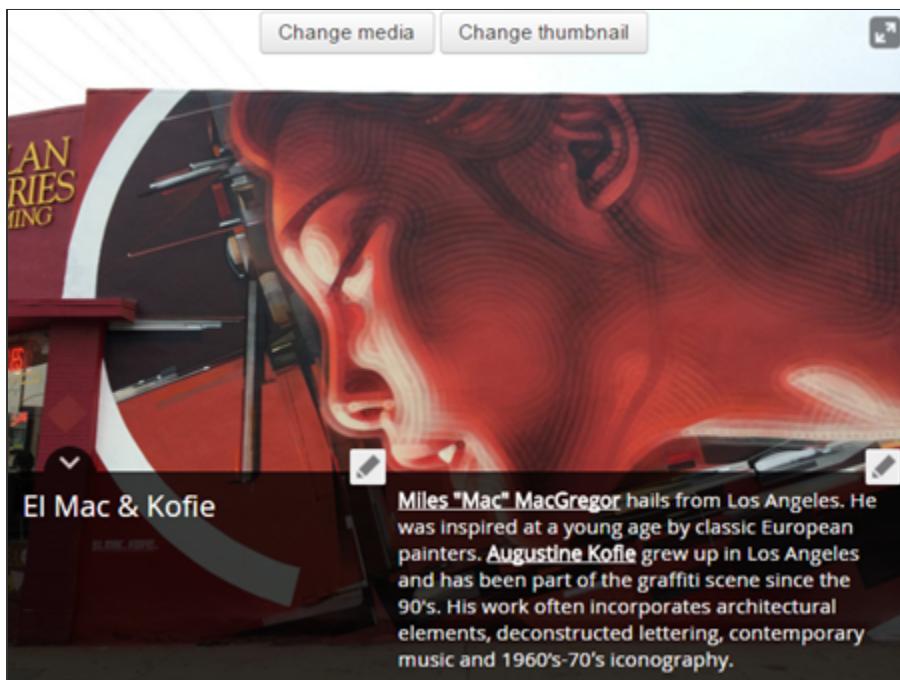
You will see the image from our Picasa account that you want to import.



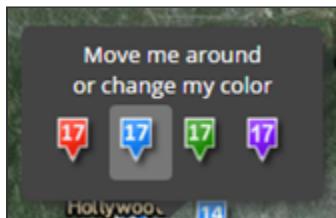
The image has geographic coordinates already associated with it, which is why it is under the Located tab. An image without coordinates would be on the To Locate tab, where you would be given the opportunity to add a location before importing. To add locations to images before bringing them into your Map Tour, you can either add coordinates in a media hosting

service like Picasa or Flickr, or you can adjust your phone settings so that pictures you take are automatically assigned locations.

- f Because the image already has a location, click Import to add it to your Map Tour.
- g Type the name of the artist and the description by copying and pasting the information from the outline provided with the data for this exercise. Place the title on the left and the description on the right, as seen in the screenshot below. To edit a text field, simply click in the box, paste the text, and press Enter.



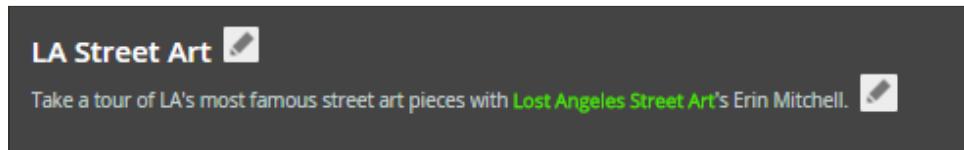
- h Next, change the icon color from red to blue to match the theme of your map by clicking on the blue icon in the pop-up that appears over the map.



Now that you have your content in place, let's configure the rest of the app.

Step 7: Configure the app

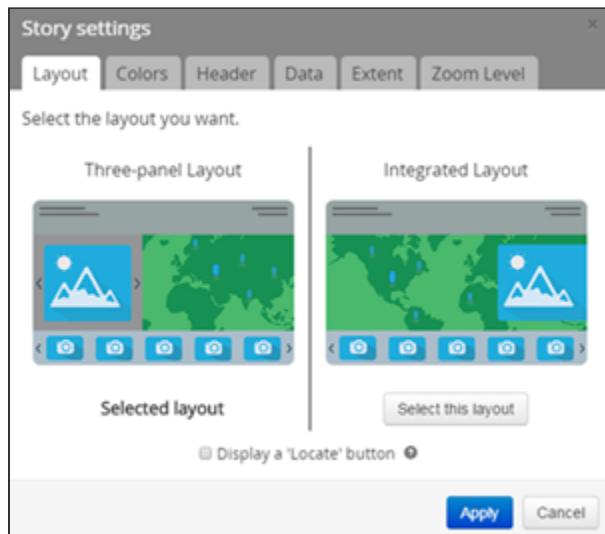
- a Copy and paste the subtitle from the outline into the corresponding field in the header of the Map Tour.



You'll notice that the `<a>` tag in the subtitle has a second attribute: color (which changes the color of the display text). Here, we are using a hexadecimal value that corresponds to a neon green shade.

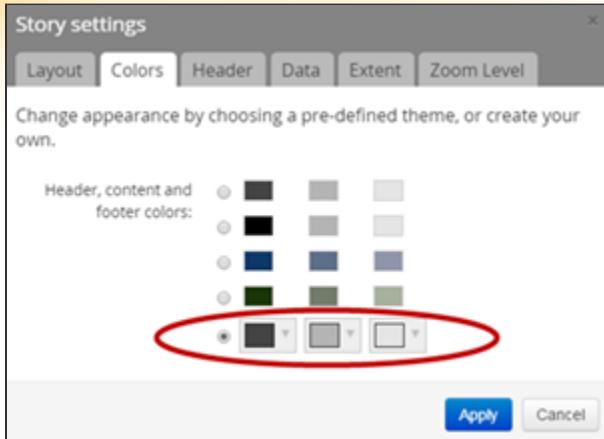
- b Next, click Settings.

Here, you can change the `layout` and `color scheme`, customize your header with a `logo` and `click-through link`, change the data fields (remember the fields from the CSV file?), edit the extent, and adjust the map's `scale`.



We think the three-panel layout looks the best for your Map Tour, but feel free to toggle to the integrated layout if you are curious.

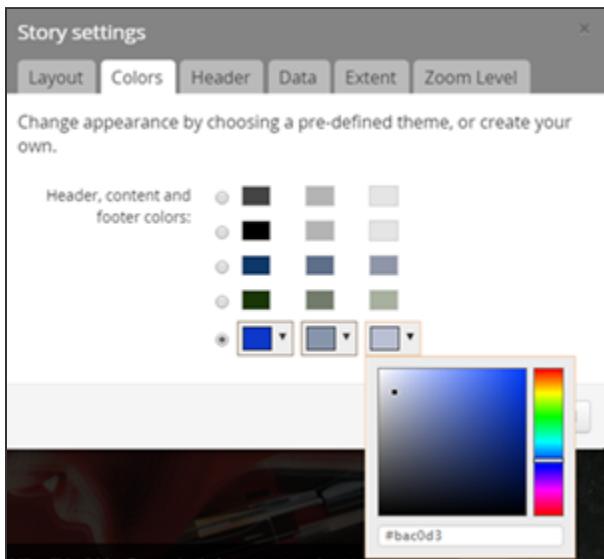
- c Click the Colors tab.



There are four predefined color combinations, as well as an option to specify custom colors. You will go with a custom scheme inspired by the blue color of one of Los Angeles's baseball teams.

- d Select the fifth option. In the outline, copy each hexadecimal color value, including the # sign, and paste it into the corresponding drop-down box.

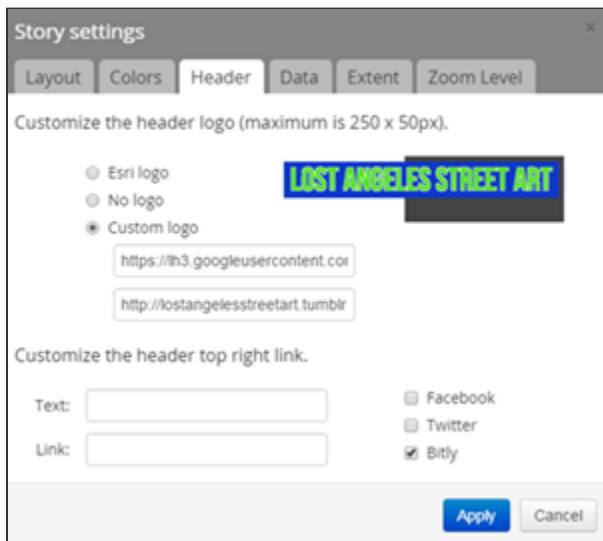
Note: For changes to take effect, after entering a value, click anywhere in the Application Settings window.



- e Next, go to the Header tab and select the Custom Logo option.
- f Copy and paste the image URL and click-through link from the outline to the corresponding field.

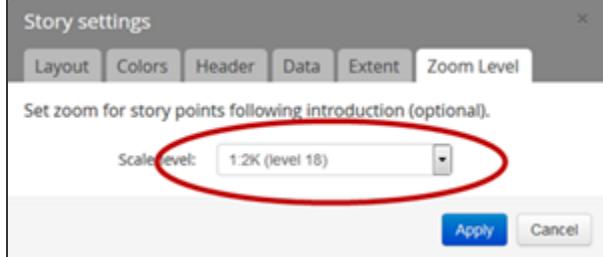
Note: The click-through link is the URL of the page that will be displayed when someone clicks the logo.

Because this is just an exercise, you will disable social media links and delete the text and link information. When you create your own Story Maps, we encourage you to keep these check boxes selected so that you can share your work!



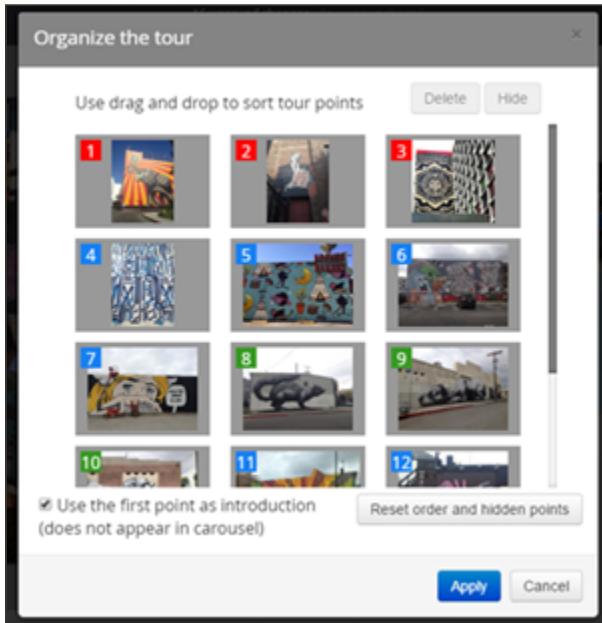
- g Deselect the Facebook and Twitter check boxes, and delete the Text and Link fields.
- h Keep the default values on the Data and Extent tabs, and then go to the Zoom Level tab.
The zoom-level setting allows you to choose the scale of your maps when a user clicks on a stop on your Map Tour. You want users to be zoomed in really close so that they can see features in the areas surrounding street-art locations.

- i Select 1:2K (level 18) from the drop-down menu.



- j Click Apply, and then save your changes.
- k In the image carousel, click Organize.

- Check the box next to Use The First Point As Introduction (Does Not Appear In Carousel) and click Apply.



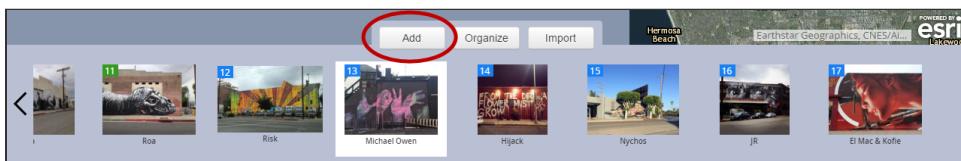
You did it! You created the very same LA Street Art Map Tour you viewed at the beginning of this exercise. Now it's time for you to put your own twist on the app.

Step 8: Add more content

- Browse to <http://lostangelesstreetart.tumblr.com/>. You should see writer and photographer Erin Mitchell's blog documenting the various street art she sees around the city.
- Have a look around. When you see a piece of art you like, right-click the image and select Copy Image Address (when using the Chrome browser).

Note: In Firefox, select Copy Image Location. In Internet Explorer, select Copy Shortcut.

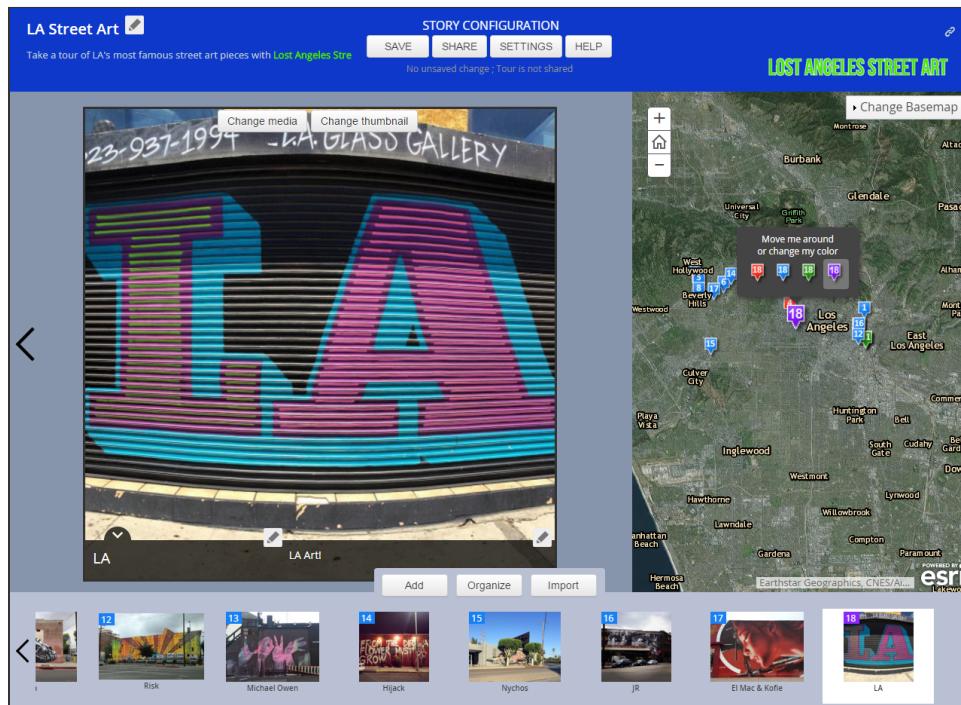
- Back in your Map Tour, click Add (above the carousel).



- d Paste the image URL you copied from Erin's blog into both the picture and thumbnail fields.
- e Click the Information tab, and give your image a name and a caption (unless you are a street-art expert, you will have to invent the details).
- f Click the Location tab.

Here, you can change the color of the icon, enter coordinates, pan and zoom around the map, or enter the address or name of a place in the Location Finder field on the map. You are going to have to either guess the location or come visit Los Angeles to find it!

- g When you have decided on a location and icon color, click Add Tour Point.



Note: If your sub-header doesn't load, try refreshing your browser.

Conclusion

Nice work! You now have all the tools necessary to build your own Map Tour, and you got a taste of working with Story Map content. In the do-it-yourself exercise for this section, we will provide you with resources to help you build on your experience and tell your own story.