

Storytelling Technique	Description and Use Case	Practical “How to” Guide in Illustrator or ArcMap	Map Example
Day frames	Pearce uses “day frames” to depict individual’s days described in the fur trader’s journal. The size of the frame is determined by distance travel each day.	Set individual data frames in Arc. Make sure each frame is adjacent and georeferenced.	Framing the Days, Margaret Pearce
Experience-based color palettes	Pearce incorporates varying color schemes to reflect the weather and overall mood described in the fur trader’s journal. The colors immediately provide a snapshot of what that day was like. Dark gray hues depict gloomy or sad days, whereas bright blues and greens depict sunny and exciting days.	Identify common words or phrases in the journal that express weather or mood. Maybe create a taxonomy of words and phrases? Develop color specifications for varying descriptions of weather and mood. Store colors as swatches in Illustrator.	Framing the Days, Margaret Pearce

[illegible]
