

Web GIS

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What is a Story Map?

- The fusion of maps and stories
- Story maps use geography to organize and present information on:
 - Places
 - Events
 - Issues
 - Trends/Patterns
- Designed for both technical and non-technical audiences

Story Maps Are Interactive

- Interactive user experience combining
 - Text
 - Photos
 - Illustrations
 - Video
 - Audio
- Use the tools of GIS and present results of spatial analysis

Telling a Good Story

- Identify your target audience
 - Who is content for?
 - Never “everyone”
- Defining your key takeaways
 - Keep it simple: one or two key points
- Creating a content inventory
- Drafting an outline

Telling a Good Story: Content Inventory

Content Inventory

Key points

- Giraffe numbers rapidly declining
- Potentially even more serious now that there are 4 diff. species
- Groups working to conserve giraffes can use our support
- Giraffes are cool, we should protect their future

Maps

- Overall range (IUCN has this)
 - Divided by species?
 - Change over time? (Need to find historical data...)
- Safari destinations - ideal for express map
 - Need photos & descriptions for pop-ups

Photos - need to source these w/ cc0 license

- Mix of close ups & wide shots to show landscape
- Photo of each distinct species?
- Mix of lone giraffe & group shots
- Can we find any ambient video?

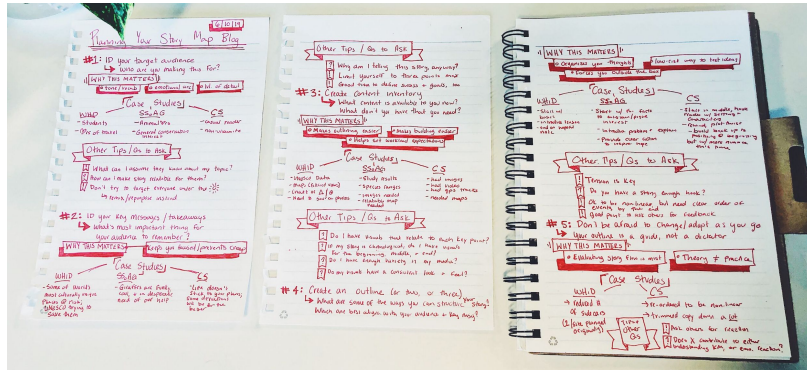
Graphics?

- Chart of species decline over time? (May be unnecessary/data points could be tricky?)
- Distinct mottling pattern for each species? (Link to range maps?)

Telling a Good Story: Draft Outline

World Heritage Sites In Danger - Outline ideas

- What are World Heritage Sites?
 - Where are they found?
 - 2 good examples (1 cultural, 1 natural)
 - Rapa Nui National Park <https://whc.unesco.org/en/list/715>
 - Laurisilva of Madeira <https://whc.unesco.org/en/list/934>
- Some of these places are at risk of being lost
 - Introduce List of World Heritage in Danger
 - Map endangered sites (show cultural v. natural?)
 - What threats can put a site on the list? (Ascertained v. Potential)
 - 2 examples
 - Timbuktu <https://whc.unesco.org/en/list/119>
 - Everglades NP <https://whc.unesco.org/en/list/76>
 - Regional changes/patterns (express maps at medium scale?)
 - Why does an endangered designation matter (source of funding & additional preservation efforts)
 - 2 examples
 - Bamiyan valley <https://whc.unesco.org/en/list/208>
 - Garamba NP <https://whc.unesco.org/en/list/136>
 - Removing a site from the danger list (when improvements are made)
 - 2 examples
 - https://en.wikipedia.org/wiki/List_of_World_Heritage_in_Danger#Previously_listed_sites
 - Historical Monuments of Mtskheta <https://whc.unesco.org/en/soc/3742>
 - Los Katios National Park <https://whc.unesco.org/en/soc/3557/>



Types of Story Maps

- Story Map [Tour](#)
 - Present a set of photos and videos
- Story Map [Journal](#)
 - Create a in-depth narrative organized into sections
- Story Map [Cascade](#)
 - Scrolling experience with animations and transitions
- Story Map [Series](#)
 - Browse a series of maps

Types of Story Maps (continued)

- Story Map [Shortlist](#)
 - Present points of interest
- Story Map [Swipe and Spyglass](#)
 - Compare two related maps
- Story Map [Basic](#)
 - Map by itself

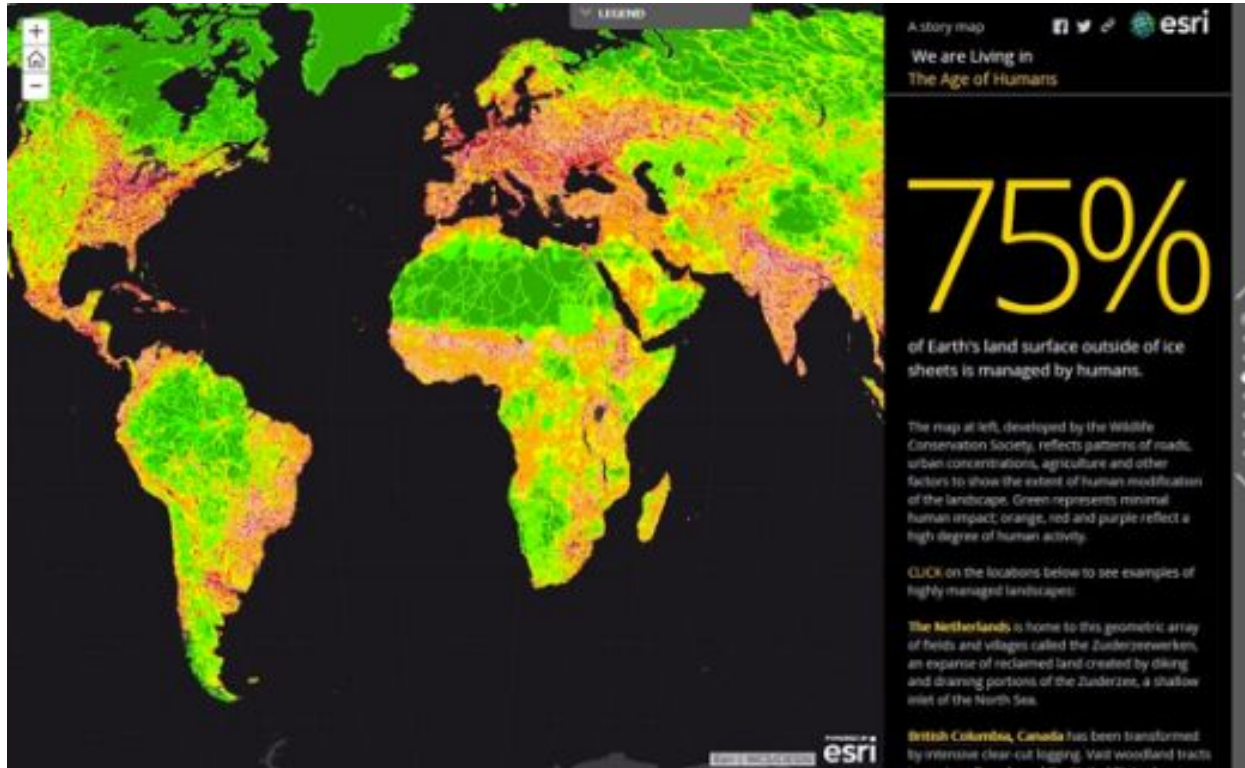
Story Map Tour

A user experience for place-based narratives



Story Map Journal

Create compelling multimedia narratives



Story Map Cascade

Create immersive scrolling narratives



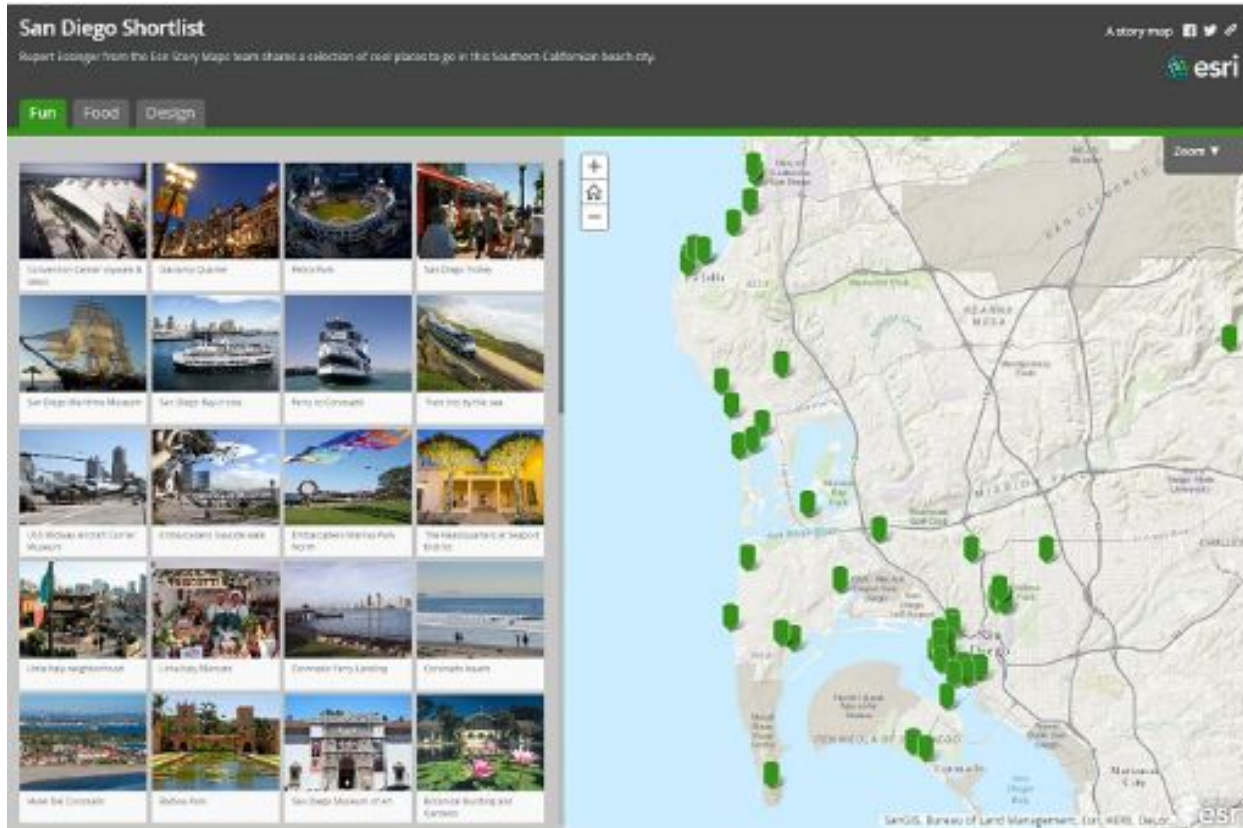
Story Map Series

Make it easy to browse a series of maps



Story Map Shortlist

A fun way to present points of interest



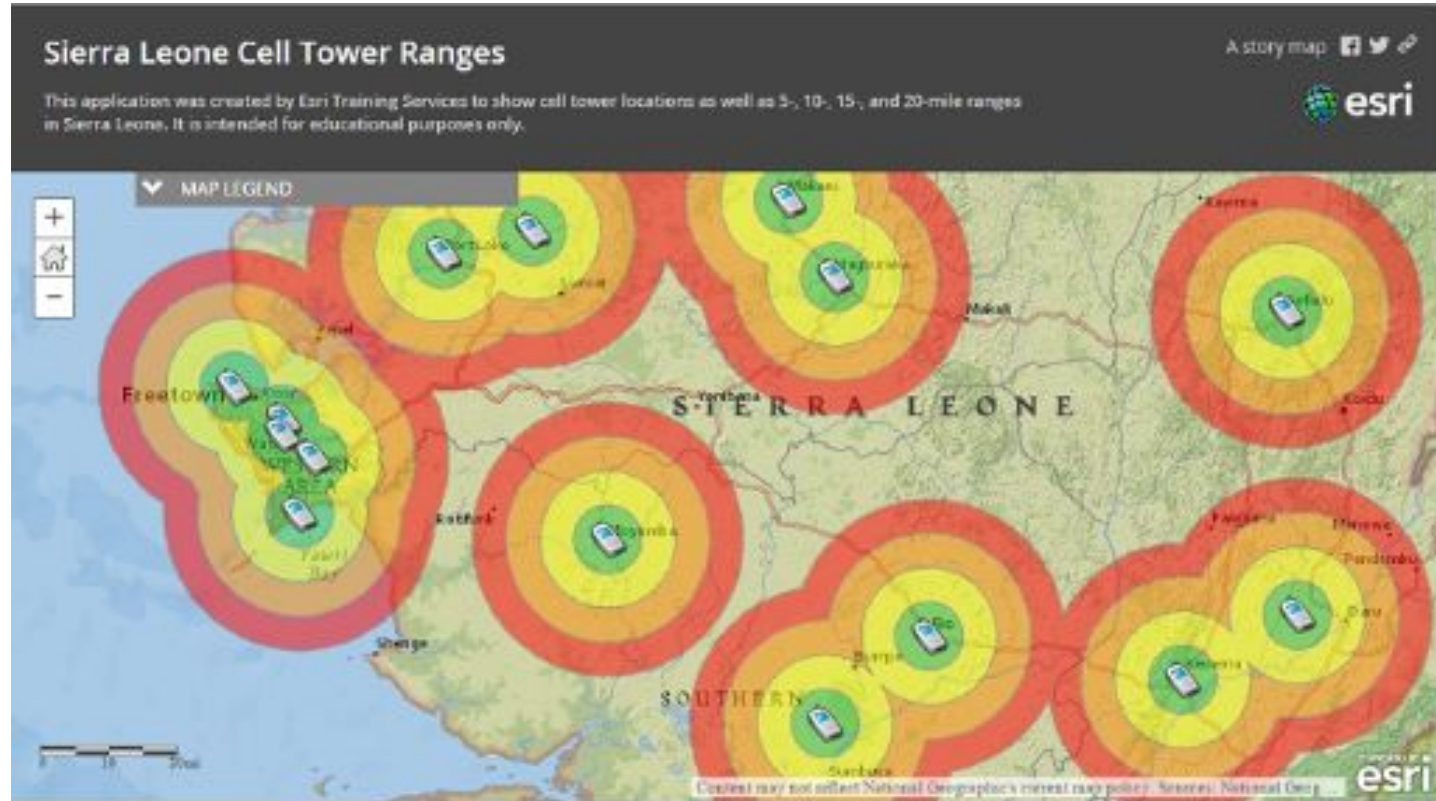
Story Map Swipe and Spyglass

A fun way to present points of interest



Story Map Basic

Let your map speak for itself



Story Map Examples

- Visit [Story Maps Gallery](#)
- Create [your own Story Map](#)
- Story Map [Resources](#)



ArcGIS StoryMaps



Create your first story

Story Map: Endangered & Extinct Species

Visit Story Map: [On the Brink: The Sixth Great Extinction](#)

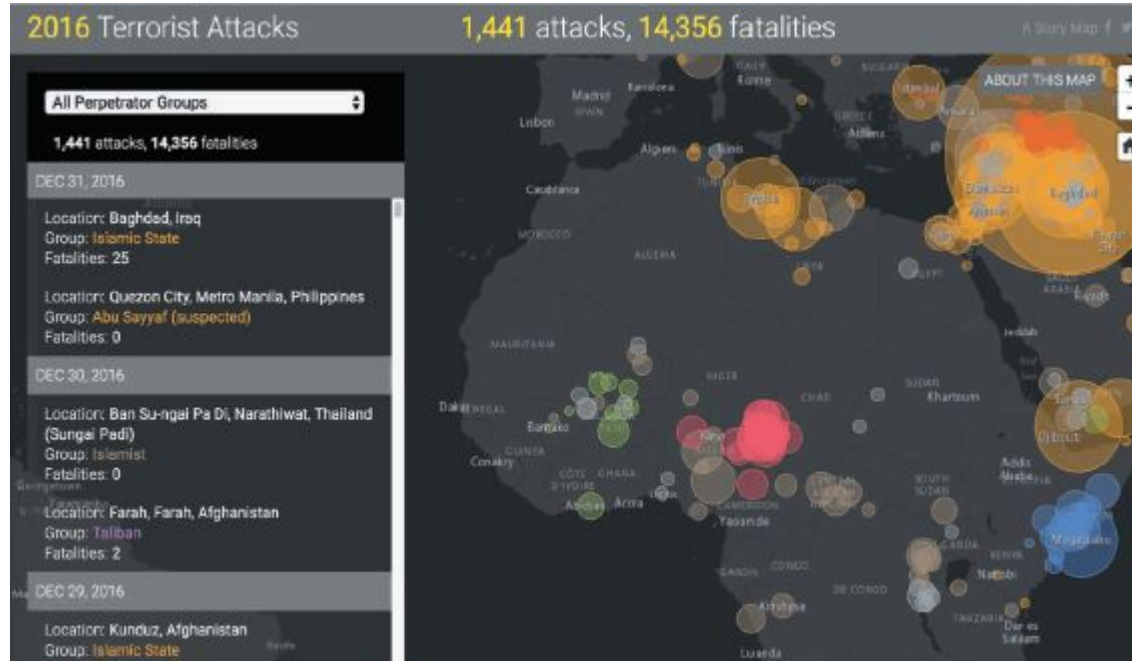


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On the
Brink: **The
Sixth Great
Extinction**

Story Map: Terrorist Attacks

Visit Story Map: [Terrorist Attacks](#)



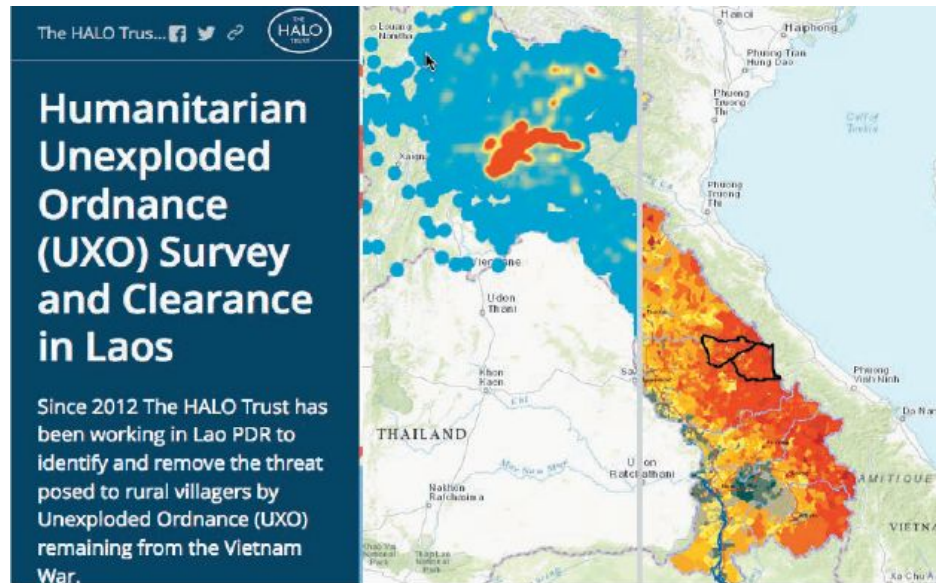
What kinds of stories can you tell?

Describing places



[Life in Norilsk, Russia](#)

Protecting lives



[Humanitarian Unexploded Ordnance Survey and Clearance in Laos](#)

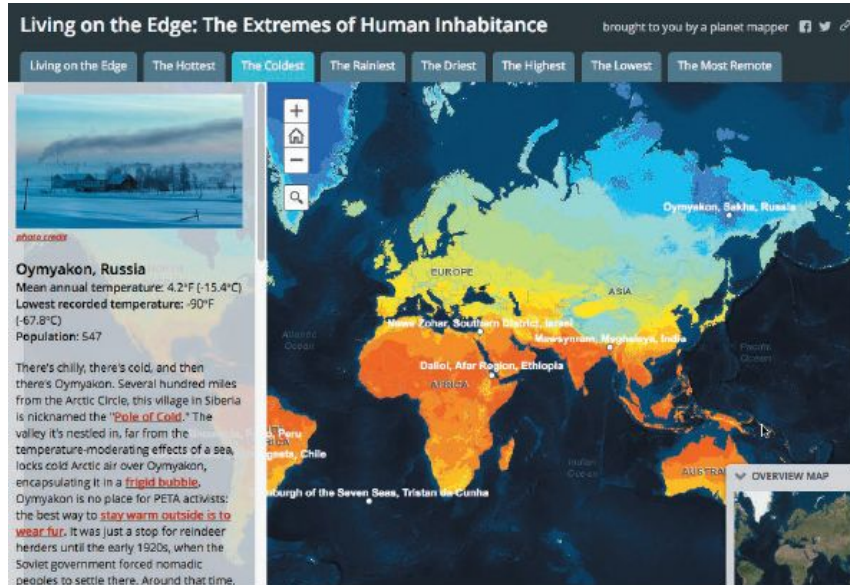
What kinds of stories can you tell?

Revealing patterns



[Fast Food Nation](#)

Presenting narratives



[Living on the Edge](#)

What kinds of stories can you tell?

Visualizing the world



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Celebrating Great Trees

This magnificent oak spreads its moss-draped fingers in obscurity on a nameless trail on the Isle of Mull in Scotland's Inner Hebrides.

Our planet has countless millions of such wonders, a tiny proportion of which have gained fame as sacred or historic sites, or as specimens of unusual size, shape, or age. In celebration of Arbor Day (April 28) we feature a gallery of botanical hall-of-famers.

16 tour points

Celebrating Great Trees

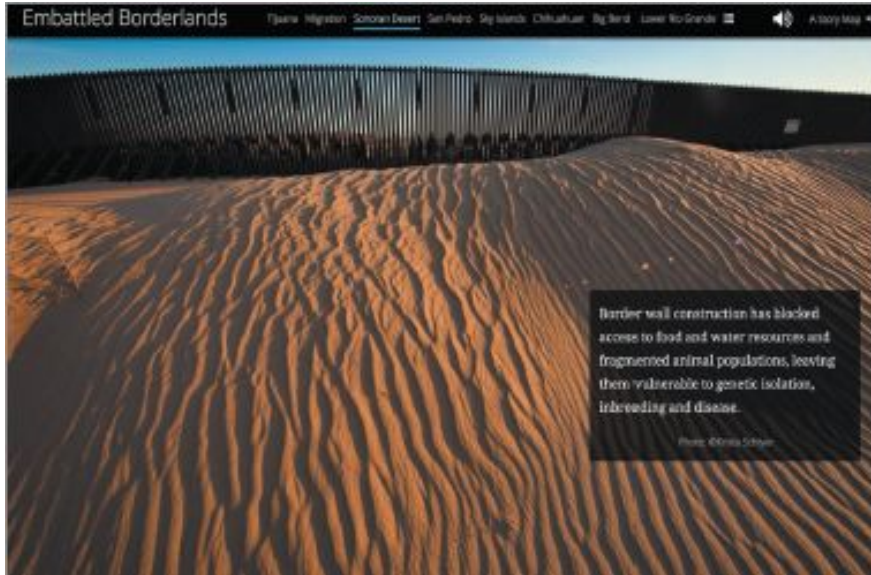
Celebrating the world



Final Resting Places

What kinds of stories can you tell?

Tracking the news



[Embattled Borderlands](#)

Recounting History



[An Infamous Day](#)

What kinds of stories can you tell?

Historical Education



The San Francisco 1906 Earthquake & Fire

Recounting History



Exploring Arctic Elevation