Exercise 1: Create a story with ArcGIS StoryMaps

ℹ️ How can I print an exercise to PDF format?

Technical note

When you are using ArcGIS StoryMaps, use the latest version of one of these browsers:

- Apple Safari
- Google Chrome
- Microsoft Edge
- Mozilla Firefox

This exercise was developed using Google Chrome. If you use a different web browser, your results might be slightly different from the results that are shown.

Software requirements

For this week's exercises, you will use ArcGIS Online and ArcGIS StoryMaps. Sign in to these websites with your course ArcGIS account (your username that ends with _sds).

To reduce potential sign-in issues, use two different web browser windows to complete the exercises:

A web browser window to access the MOOC:
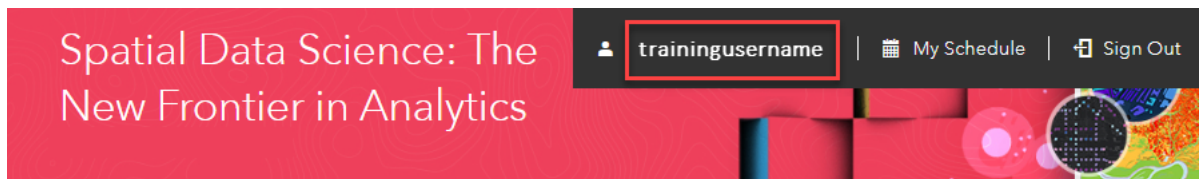
A private or incognito web browser window to access ArcGIS Online and ArcGIS StoryMaps:
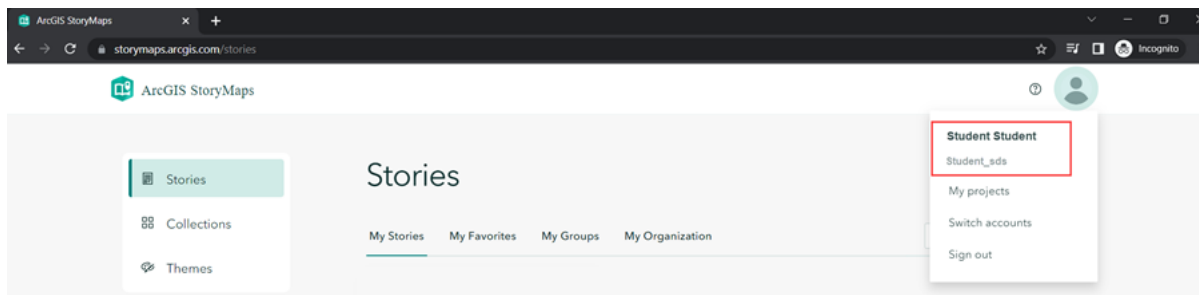
Introduction

An important step in spatial data science is communicating the results of your analysis. ArcGIS StoryMaps is one of the most powerful tools that you can use to share information and engage decision makers. It integrates text, images, maps, and other multimedia to help you visualize your story.

But how do you tell a good story? In this exercise, you will see a two-phase approach for effective storytelling. The first is preparation, where the focus is on identifying an audience and then using an outline to convey key takeaways and organize content. The second phase is the creation process, where you will use the story builder to create a story based on the outline from the preparation phase and learn how to translate information into a compelling story that uses text, images, and maps.

Scenario

An effective way to learn to tell better stories is to copy elements that you enjoy from other storytellers. You will create a story from the elements of a previously published story, which documented the experiences of three National Geographic explorers who visited Guatemala. The purpose of their expedition was to learn more about the coexistence of volcanoes and communities. You will use this example to identify the characteristics of a good story and to learn how to use the story builder in ArcGIS StoryMaps.

For more information about ArcGIS StoryMaps, go to ArcGIS StoryMaps Overview.

Note: The exercises in this course include View Result links. Click these links to confirm that your results match what is expected.

Estimated completion time in minutes: 75 minutes

Expand all steps ▼   Collapse all steps ▲

The first step to crafting a compelling story is to start with an outline based on your audience. By working through foundational questions focused on your audience—what you want them to learn, how you can connect with them most effectively—you will not only save time later in the story creation phase, but also increase your likelihood of crafting something that resonates with them.

In this step, you will review an existing story. By reviewing it, you will identify the target audience and define the key takeaways that are outlined in the story.

a   In a new web browser tab, open the story titled *In the Shadow of a Volcano* (https://storymaps.arcgis.com/stories/0af82ec0fe7f4421b3fe4bd72cfe2c73).

The story is about three National Geographic explorers who visited an active Guatemalan volcano to conduct research.

b   Read the story and answer the following questions.

> ?   Who do you think is the target audience for this story?
>
> > - Answer
> > The target audience could be anyone interested in what life is like living near an active volcano.

c   Notice how the intended audience has an impact on the story's tone, vocabulary, emotional arc, and permissible level of detail.

Key takeaways are defined with the audience of the story in mind by determining what is the most important message they will remember, even if they recall only one or two things about the story. It is best practice to write down these key points for easy reference and to use them as a guide while you outline your story.

> ?   What is a key takeaway for this story?
>
> > - Answer
> > Answers to this question will vary but can include the following takeaway: The story details the course of their expedition and the importance of the research that they conducted to help keep communities near active volcanoes safe.

Working through these foundational questions to define your audience and key takeaways will help you prepare an outline for an interesting and relevant story. The next step is to create an inventory of some of the content that you will include in your story.
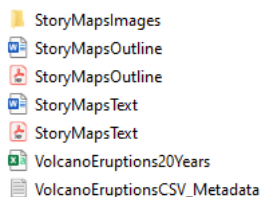

Before creating your story, it is a best practice to gather the materials that you will use to tell the story. The text and graphics for this story have been organized and made available for you to download.

In this step, you will create the content inventory.

a   Open a new web browser tab or window.

b   Go to https://links.esri.com/Section06/Data and download the exercise data ZIP file.

> Note: The complete URL to the exercise data file is https://www.arcgis.com/home/item.html?id=c7718e1003e84bb7ba0af3d33e8cdf82.

c   Extract the files to the EsriTraining folder on your local computer.

d   In File Explorer, open the StoryMaps folder.

📁 StoryMapsImages
📄 StoryMapsOutline
📄 StoryMapsOutline
📄 StoryMapsText
📄 StoryMapsText
📄 VolcanoEruptions20Years
📄 VolcanoEruptionsCSV_Metadata

Step 2d***: Create the content inventory.

The StoryMaps folder includes documents with the text that you will include in your story and a StoryMapsImages folder with image files for your story.
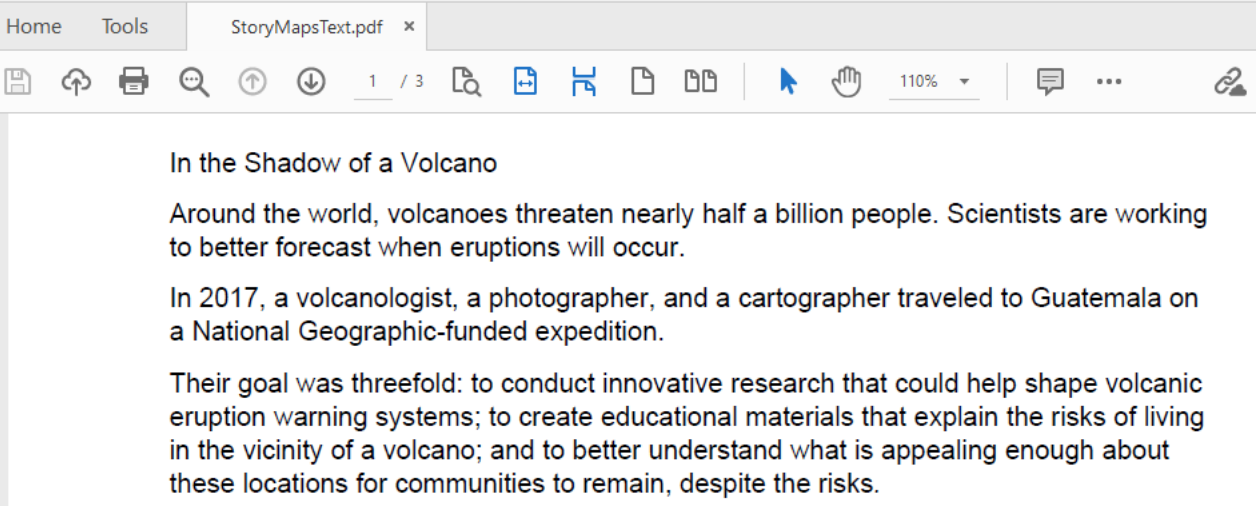

The final step before creating a story is using an outline to organize the text and media in your content inventory. Various outline formats can be used, including a simple bulleted list, a slide deck, or even a collection of index cards that you organize on your desk. The exact format is not important—what matters most is that you

choose a format that works for you.

In this step, you will review an outline in preparation for creating a version of the *In the Shadow of the Volcano* story.

a In File Explorer, from the StoryMaps folder, open either StoryMapsText.pdf or StoryMapsText.docx.

Note: These documents are the same but are provided in two different file formats.

Home   Tools   StoryMapsText.pdf ×

1 / 3   110% ▼

In the Shadow of a Volcano

Around the world, volcanoes threaten nearly half a billion people. Scientists are working to better forecast when eruptions will occur.

In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition.

Their goal was threefold: to conduct innovative research that could help shape volcanic eruption warning systems; to create educational materials that explain the risks of living in the vicinity of a volcano; and to better understand what is appealing enough about these locations for communities to remain, despite the risks.

Note: The PDF file is shown in this graphic. If you cannot open the PDF or Microsoft Word document, you can review the text in the example story, In the Shadow of a Volcano.

b From the StoryMaps folder, open either StoryMapsOutline.pdf or StoryMapsOutline.docx.

Home   Tools   StoryMapsOutline.... ×

1 / 5   95.8% ▼

Element type	Text
Title Your Story	In the Shadow of a Volcano
Start With A Short Introduction Or Subtitle	Around the world, volcanoes threaten nearly half a billion people. Scientists are working to better forecast when eruptions will occur.
Paragraph	In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition. Their goal was threefold: to conduct innovative research that could help shape volcanic eruption warning systems; to create educational materials that explain the risks of living in the vicinity of a volcano; and to better understand what is appealing enough about these locations for communities to remain, despite the risks.

Note: The PDF file is shown in this graphic.

c Review the StoryMapsOutline document and compare it with the StoryMapsText document.

This outline document shows the structure that was used to create the example story in ArcGIS StoryMaps. The outline includes the following types of details:

- **Who:** Establishes who is venturing out into the world and explains why they embarked on this journey
- **Where:** Locates the place or places traveled and re-creates the feeling of being there for the reader
- **When:** Clearly communicates the chronological order of the events that occurred on the expedition, even if the story does not follow a linear timeline
- **What:** Includes elements that evoke tension or uncertainty in the reader's mind, keeping the reader invested in finding out what happens next
- **Why:** Explains the key takeaways from the expedition when it has ended, helping the reader understand why these takeaways are significant

For future stories that you create, ensure that you record similar details in any draft outline and think about how you would arrange those details in the story structure.

Note: If you plan to work with a group to create a story, you would review the outline with collaborators and colleagues to ensure that structural changes are made before you start assembling the story in ArcGIS StoryMaps.

d When you are finished, close File Explorer and leave the outline document open.

- Step 4: Create a story

Now that you have completed the preparation phase, you can begin creating the story using the story builder.

a   Open a new private or incognito web browser window.

    Note: It is recommended that you use a private or incognito web browser window to help prevent conflicts between your course ArcGIS account and the account that you use to sign in to the MOOC. For more information about private and incognito web browsers, see How to Enable Private Browsing on Any Web Browser (https://www.howtogeek.com/269265/how-to-enable-private-browsing-on-any-web-browser/).

b   In the private or incognito web browser, go to https://storymaps.arcgis.com.

c   Sign in with your provided course ArcGIS account (with the username that ends with _sds).

d   Click Sign In.
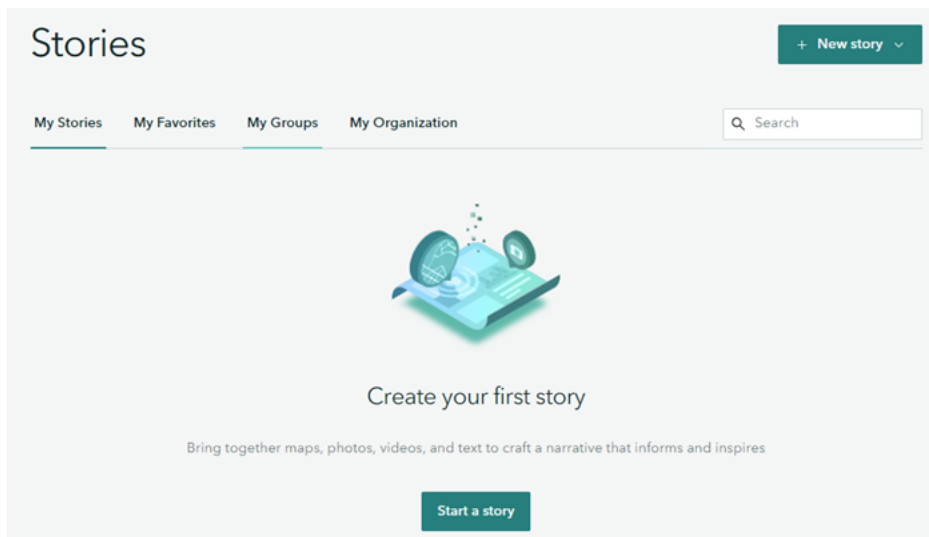
Step 4d***: Create a story.

The Stories page appears. On the My Stories tab, stories that you create will be listed. If you have not created a story yet, this tab will be empty.

e   Under Create Your First Story, click Start A Story.

    Note: If you have already created a story, click New Story and choose Start From Scratch.

Step 4e***: Create a story.

The story builder opens with a blank story template. You have created a blank story that you will begin populating.

Step 5: Add text

The blank story template is ready for you to add content. Using the outline that was provided, you will start building the story by using content blocks. Each title, paragraph, image, and media type is added to the story as a separate content block.

In this step, you will add text to your story.

a   Review the StoryMapsOutline file again.

This outline organizes the text into blocks of content and categorizes the text as a title, a heading, paragraph text, and so on. These categories align with the story elements that you will see later in this step. You will use this outline to copy and paste text into the story.

b   In the story builder, click Story Title and type **In the Shadow of a Volcano**.

c   Click Start With A Short Introduction Or Subtitle (Optional) and type the following text:
Around the world, volcanoes threaten nearly half a billion people. Scientists are working to better forecast when eruptions will occur.

In the Shadow of a Volcano

Around the world, volcanoes threaten nearly half a billion people. Scientists are working to better forecast when eruptions will occur.
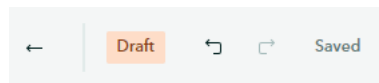
Add a byline (optional)
Draft

⊕ Tell your story...

*Step 5c***: Add text.*

d   If your byline was not automatically added, click Add A Byline (Optional) and type **Volcano Expedition Team** to specify the author of the story.

e   At the top of the page, next to Draft, confirm that the story automatically saved.

← | Draft ↺ ↻ Saved

*Step 5e***: Add text.*

ArcGIS StoryMaps automatically saves each edit to your story.

f   Under the byline, scroll down, if necessary, and then next to Tell Your Story, click the Add Content Block button ⊕.

Basic

A≣   Text

▭   Button

--   Separator

{ }   Code

⊞   Table   Beta

Media

⊘   Map

🖼   Image

*Step 5f***: Add text.*

The block palette appears with different elements that you can use to add content to your story:

- Text blocks like a paragraph, heading, or quote
- Visual accents like a separator or a button
- Media blocks like an image, video, map, or embed (for external web content)
- Immersive blocks like a slideshow, sidecar, or map tour (full-screen blocks that provide a different interactive reading experience)

You will begin with a text block.

g   In your story, from the block palette, choose Text.

h Type the following text or paste the text from your StoryMapsOutline document:

- **In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition.**
- **Their goal was threefold: to conduct innovative research that could help shape volcanic eruption warning systems; to create educational materials that explain the risks of living in the vicinity of a volcano; and to better understand what is appealing enough about these locations for communities to remain, despite the risks.**

These paragraphs serve as both an introduction to and a summary of your story. To emphasize this text, you will italicize it.

i Highlight the first sentence, and then in the text editing toolbar, click the Italic button *I* .

j Repeat this step for the following paragraph beginning with "Their goal..."

In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition.

Their goal was threefold: to conduct innovative research that could help shape volcanic eruption warning systems; to create educational materials that explain the risks of living in the vicinity of a volcano; and to better understand what is appealing enough about these locations for communities to remain, despite the risks.

Step 5j***: Add text.

The text that you added is now italicized.

Note: You can also use keyboard shortcuts like Ctrl+I for italics and Ctrl+B for bold.

k Under the second paragraph, click the Add Content Block button ➕ and choose Text.

l Type the following text or paste the text from your StoryMapsOutline document:
There's nothing quite like the thrill of going into the field for research.

m Highlight the text, and then from the text editing toolbar, click the Paragraph down arrow and choose Heading 2.

There's nothing quite like the thrill of going into the field for research.

Step 5m***: Add text.

This text is your first heading. You have learned how to add text to your story. If you want to continue adding text to match the example story, continue with the instructions in the Optional section. Otherwise, continue to the Add Media step.

To learn more about the other types of text that you can add to your story, go to ArcGIS StoryMaps Help: Add narrative text.

Optional

n On your keyboard, press Enter.

Paragraph is the default element in the block palette, which means that you do not need to specify this element type before adding text to the story.

o Type or paste the following text from your StoryMapsOutline document:

- **It's a kind of nervous excitement that just keeps building—through grant writing, planning, meticulously taking stock of the necessary gear, packing, hustling through the airport, and watching the ground race by below the plane. Then, finally, the arrival.**
- **I'm here—I've made it to Quetzaltenango, and the Santiaguito complex is waiting**.
- **During this expedition, we planned to summit Santa María Volcano and investigate the hazards from an active Guatemalan volcano, monitor those hazards using photogrammetry techniques, and educate the local public about those hazards through a multifaceted media campaign**.

Note: If you choose to type the text, you can add the accent to María or omit it.

There's nothing quite like the thrill of going into the field for research.

It's a kind of nervous excitement that just keeps building—through grant writing, planning, meticulously taking stock of the necessary gear, packing, hustling through the airport, and watching the ground race by below the plane. Then, finally, the arrival.

I'm here—I've made it to Quetzaltenango, and the Santiaguito complex is waiting.

During this expedition, we planned to summit Santa María Volcano and investigate the hazards from an active Guatemalan volcano, monitor those hazards using photogrammetry techniques, and educate the local public about those hazards through a multifaceted media campaign.

Step 5o***: Add text.

p Use the StoryMapsOutline document to copy and paste the remaining text as paragraphs and headings to match the example story.

　　Note: To match the example story, you may need to add paragraph breaks or remove spaces from the text that you copy and paste.

- | Step 6: Add media

After adding text, you can add media, such as images and videos, to break up a long narrative and provide context to your story.

In this step, you will add visual elements from your content inventory based on the outline. You will begin with the first image in the example story, which is an image of the volcano complex that the explorers visited.

a Under the italicized introductory paragraphs, above the first heading, point to the left margin.

　　Note: If necessary, you can click the story title at the top of the page to automatically scroll to the top of the story.

　　In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition.

　　Their goal was threefold: to conduct innovative research that could help shape volcanic eruption warning systems; to create educational materials that explain the risks of living in the vicinity of a volcano; and to better understand what is appealing enough about these locations for communities to remain, despite the risks.

　⊕

There's nothing quite like the thrill of going into the field for research.

Step 6a***: Add media.

b Click the Add Content Block button ⊕ that appears and choose Image.

c In the Add An Image window, click Browse Your Files and browse to the **..\EsriTraining\StoryMaps\StoryMapsImages** folder.

d Find and select the VolcanoPanorama image and click Open.

e Click Add.
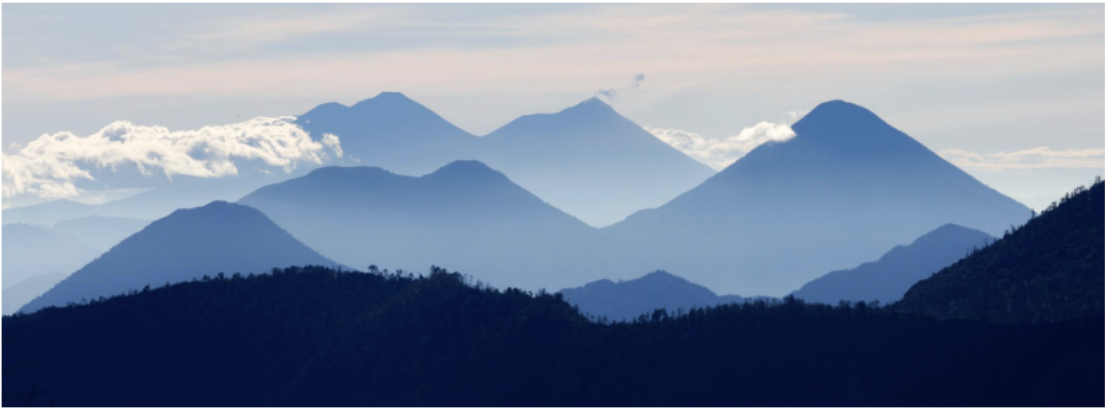
Add a caption (optional)

There's nothing quite like the thrill of going into the field for research.

Step 6e***: Add media.

The image is added to the story. Because this image is a panorama, you will increase the size so that the image looks like a banner.
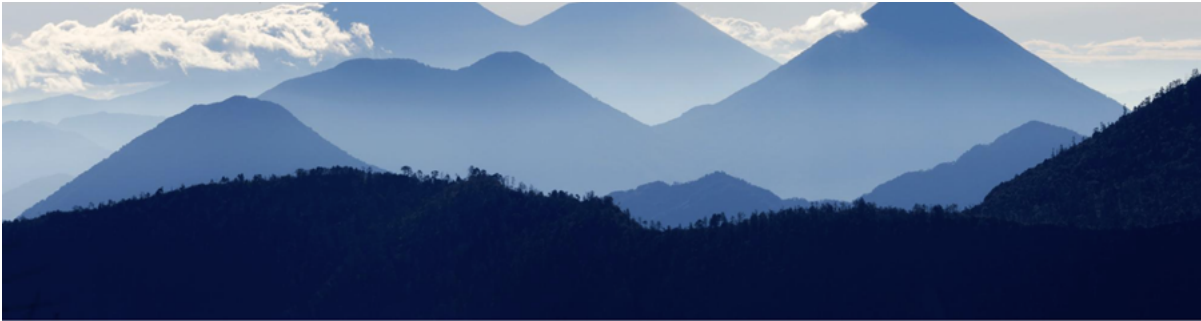
f   Point to the volcano panorama image.

g   On the image editing toolbar, click the Large button 🖵.

   - Hint

     On the image editing toolbar, point to each button to display their names.

Note: The list of available image sizes on the toolbar depends on the width of the image that
        you upload.

Add a caption (optional)

**There's nothing quite like the thrill of going into the field for
research.**

Step 6g***: Add media.

The image stretches across the story.

h   Point to the volcano panorama image.

i   In the image editing toolbar, click the Options button ⚙.

The Image Options window appears. Here, you can add attribution and alternative text to the image. Attribution text allows you to give credit to the original content creator. Alternative text, or alt text, describes the image so that anyone using a screen reader (often used by the visually impaired) will be able to hear a description of the displayed image. After publishing the story, you can view the alt text by pointing to the image.

j   Under Alternative Text, type **Santiaguito Volcano Complex**, and then click Save.

For the next image, you will include alternative text and a caption. Captions appear under the image and describe the image in relation to the surrounding text. You can also use the caption to provide a photo credit.

k   Beneath the text that you added as Heading 2, add an image.

Note: If you chose to add all the optional text from the Add Text step, add the image after the
        paragraph that begins with "During this expedition, we planned to summit . . ."

- Hint

    Click the Add Content Block button ➕ and choose Image.

l In the Add An Image window, browse to the **..\EsriTraining\StoryMaps\StoryMapsImages** folder, and then add the Arrival image.

m Add the following alternative text: **Scientist sitting next to three sets of photogrammetry equipment**.

- Hint

    Point to the image again and click the Options button.

n Under the image, click Add A Caption (Optional) and type the following text:
Dr. Stephanie Grocke sets up and tests photogrammetry equipment before the expedition up Santa María Volcano. Photo: Gabby Salazar.

Dr. Stephanie Grocke sets up and tests photogrammetry equipment before the expedition up Santa María Volcano.
Photo: Gabby Salazar

Step 6n***: Add media.

o Notice how media is being used to visualize your story and emphasize the text.

    Adding media can be an iterative process where you modify text, graphics, and the order in which the content is presented. If you want to continue adding media to match the example story, continue with the instructions in the Optional section. Otherwise, continue to the Add An Immersive Block step.

    To learn more about the other media types that you can add to your story, go to ArcGIS StoryMaps Help: Add media.

    Next, you will create an immersive block. The immersive block will emphasize a set of graphics in your story and create a more interactive experience for the reader.

    Optional

p Use the same workflow from the preceding instructions to continue adding the following images and alternative text.

    Note: You should complete adding the optional text from the Add Text step before you add
           these optional images.

Location	Image file name	Alternative text
After the paragraph that begins with "Santiaguito is a complex of four lava domes . . ."	Infographic	**Santiaguito Dome Complex**
After the paragraph that begins with "Since then, the magma below the surface . . ."	VolcanoAnatomy	**Diagram that represents the anatomy of a volcano**

You can refer to the example story, In the Shadow of a Volcano, to guide you.
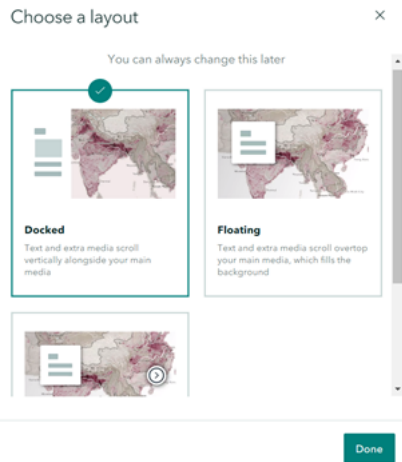
- **Step 7: Add an immersive block**

In addition to text and media, adding an immersive block provides an interactive experience for your audience. Different types of immersive blocks include slideshows, sidecars, and map tours.

In this step, you will add a sidecar, which allows you to add multiple slides. Each slide will have its own stationary media panel and a scrolling narrative panel with content such as text, media, and maps. This sidecar will showcase images captured by Gabby Salazar with explanatory text.

a At the end of your current story, click the Add Content Block button and, under Immersive, choose Sidecar.

    Note: If you chose to add all the optional text from the Add Text step, add the sidecar after the
           paragraph that begins with "Each time I travel to Quetzaltenango . . ."

Choose a layout   ✕

You can always change this later

Docked
Text and extra media scroll
vertically alongside your main
media

Floating
Text and extra media scroll overtop
your main media, which fills the
background

Done

The Choose A Layout window appears. The sidecar immersive block provides three different layout options.

Note: If you have not used a sidecar previously, you may see the What Is A Sidecar wizard.
Review each page of the wizard, using the Next arrow to proceed to the following page.
To close the wizard when you are finished, click Got It.

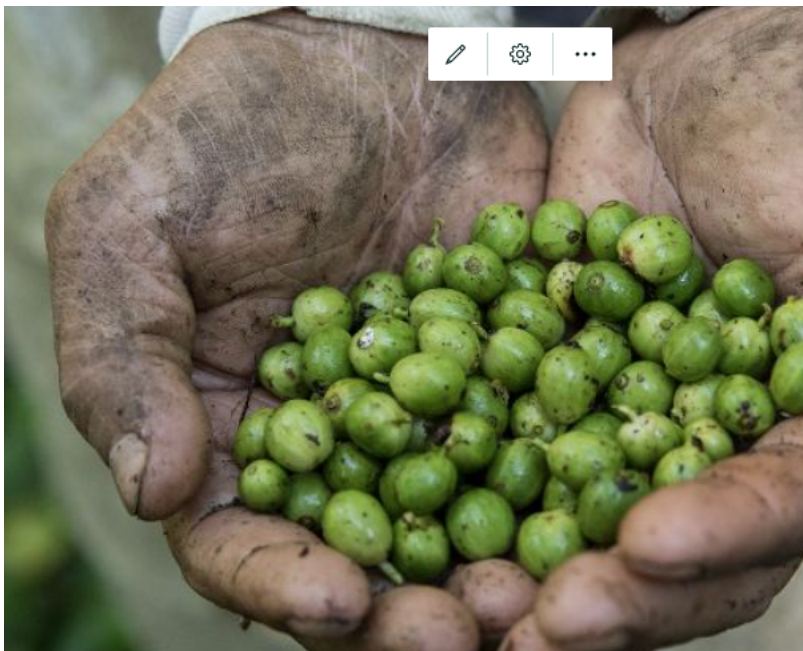b   In the Choose A Layout window, confirm that Docked is selected, and then click Done.

+   Continue your story...
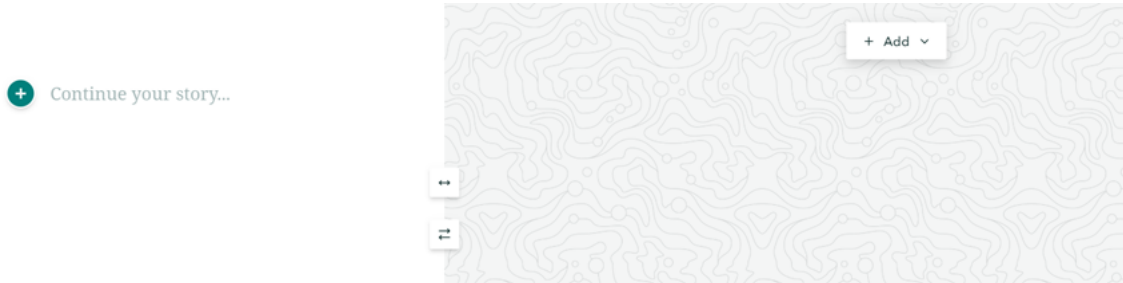
A sidecar with one slide is added to the story. The media panel is on the right, and the narrative panel is on the left.

c   In the media panel, click Add and choose Image Or Video.

d   In the Add An Image Or Video window, add the Coffee image.

      - Hint

         Browse to the **..\EsriTraining\StoryMaps\StoryMapsImages** folder.

The image of raw coffee beans is added to the media panel. Next, you will add alternative text to the image and explanatory text to the narrative panel.

e   At the top of the image, click the Options button ⚙.

f   In the Image Options window, click the Properties tab.

g   Add the following alternative text: **Hands holding raw coffee beans**.

h   Click Save.

i   In the narrative panel, to the left of Continue Your Story, add the following text as Heading 2: **Agriculture around volcanoes thrives in the productive soil. Coffee grows particularly well around Santa María.**

j   Press Enter and type **Photo: Gabby Salazar**, leaving the photo credit in the default Paragraph style.

Agriculture around volcanoes thrives in the productive soil. Coffee grows particularly well around Santa María.

Photo: Gabby Salazar

Step 7j***: Add an immersive block.

The explanatory text is added to the narrative panel, completing the slide.

The sidecar is complete. You can scroll up and down in the story to preview the readers' experience as they transition to the immersive sidecar experience.

If you want to add additional slides in the sidecar to match the example story, continue with the instructions in the Optional section. Otherwise, continue to the Create An Express Map step.

To learn more about sidecars, go to ArcGIS StoryMaps Help: Add sidecars.

Optional

You can add additional slides to this sidecar by using the sidecar panel at the bottom of the story builder.

k   In the bottom-right corner of the sidecar panel, click the New Slide button ⊕.

A blank slide is added to the sidecar panel. You can use the sidecar panel to add or remove slides, adjust the transitions between slides, or remove the sidecar from your story entirely.

l   Use the same workflow from the preceding instructions to add the following slides.

Image file name	Alternative text	Explanatory text
HotSprings	**People swimming in hot springs**	• Heading 2: **Hot springs are common in this region because of the geothermal activity near volcanoes. Tourists and locals alike can relax and enjoy the beautiful landscapes.** • Paragraph: **Photo: Gabby Salazar**
Flowers	**Two planted flower bouquets**	• Heading 2: **Volcanoes have spiritual significance to local communities. It is not uncommon to see flower offerings as you climb a volcano.** • Paragraph: **Photo: Gabby Salazar**

If you would like to do so, add the remaining media and immersive blocks from the example story. If you decide to add the rest of the media and immersive blocks, do not add the map or scene as those will be added in later steps.

Step 8: Create an express map

A benefit of using ArcGIS StoryMaps is the ability to tie narratives to locations. Another element that can be added to a story is an express map. An express map shows simple location information and allows you to use drawing and annotation tools to include information on a map. Express maps are made by the creator of the story during the authoring process, and they are stored as part of the story itself.

In this step, you will create an express map of Quetzaltenango, Guatemala, which is the location where the story takes place.

a   At the beginning of the story, after the paragraph that begins with "In 2017, a volcanologist, a photographer, and a cartographer . . . ," click the Add Content Block button and choose Map.

   - Hint

      Click the story title to automatically scroll to the top of the story.

Add a map

Create your first map

Add geographic context to your story with a simple map that's ready in minutes.

Start an express map

*Step 8a***: Create an express map.*

The map browser appears. You have the option to create an express map or add an existing map or scene from your organization or ArcGIS Living Atlas of the World. Because this story takes place in Quetzaltenango, Guatemala, you will create an express map that helps readers identify this location.

b   Click Start An Express Map.

   Note: If you have already created an express map, click New Express Map. If you have not used express maps previously, you may see the Meet Express Maps wizard. Review each page of the wizard, using the Next arrow to proceed to the following page. To close the wizard when you are finished, click Got It.
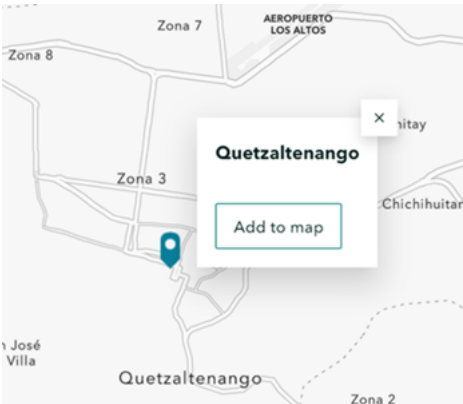

*Step 8b***: Create an express map.*

The map designer displays a gray map of the world. Above the map is a toolbar that you can use to draw features on the map. To the left of the map is a side panel that you can use to review the layers in your map, bookmarks, and map settings.

You will use the toolbar to locate Quetzaltenango, Guatemala, which is the site of the expedition.

c   In the upper-right corner, in the Search By Location field, type **Quetzaltenango, GTM** and press Enter.

*Step 8c***: Create an express map.*

   Note: Your pop-up and map labels may be slightly different.

The map zooms to Quetzaltenango.

d In the pop-up window, click Add To Map.

A pin is added to the map. In the side panel, you can add an image and descriptive text for this point. This information will be displayed in a small pop-up window that the reader can open for more information.

e In the side panel, click Add Image and select the Quetzaltenango image.

Note: The Quetzaltenango image file is in the StoryMapsImages folder.

f Under the image, in the Description (Optional) field, type **According to the Instituto Nacional de Estadística Guatemala, the municipality of Quetzaltenango is home to approximately 180,706 people as of 2018.**
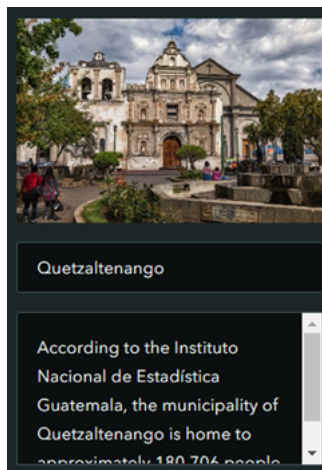
g In the side panel, click Done.
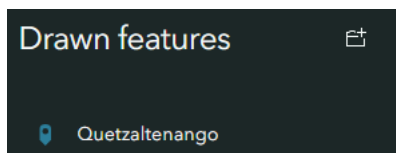
The side panel lists the newly named feature.

h In the map, zoom out until you can see the entire country of Guatemala and some of its neighboring countries.

Note: You can use your mouse wheel or, in the bottom-right corner of the map, use the Zoom Out button — .

i Pan the map so that the point is positioned near the center of the map view, as shown in the following graphic.

Note: Your map view might look slightly different.

The map is ready to place in the story. After adding the map to the story, you can adjust the size of the map, interact with the map, and preview pop-ups.

j In the bottom-right corner, under the map, click Place Map.

A map that shows the approximate location of the expedition is added to the story.

k Point to the map.

l   In the image editing toolbar, click the Small button 🖵.

Step 8l***: Create an express map.

The map resizes to match the width of the story text. You have added a simple example of an express map that uses a point feature and a pop-up to provide geographical context to your story. You can also draw lines and areas and use annotation to complement the features on your map. To learn more about express maps, go to ArcGIS StoryMaps Help: Add maps.

- Step 9: Add a scene

With ArcGIS StoryMaps, you can add web maps and web scenes to your story. Web maps are interactive maps that are hosted online and web scenes are interactive three-dimensional views of maps.

There are various ways to add and configure maps and scenes in your story:

- Add maps and scenes that you created using your course ArcGIS account.
- Add maps and scenes from public ArcGIS content that you add as favorite content.
- Add maps and scenes that were created by other members of your ArcGIS Online organization.
- Add maps and scenes from ArcGIS Living Atlas of the World.

In this step, you will add a preexisting 3D scene that shows the route that the explorers completed. This scene is shared publicly on ArcGIS Online. To add the scene to your map, you will need to select the item as a favorite so that you can access it from the My Favorites tab.

a   Open a new tab in your private or incognito web browser.

b   Go to the item page for the Santa Maria Volcano web scene (https://links.esri.com/3DWebScene).

   Note: The complete URL to the item page is https://www.arcgis.com/home/item.html?
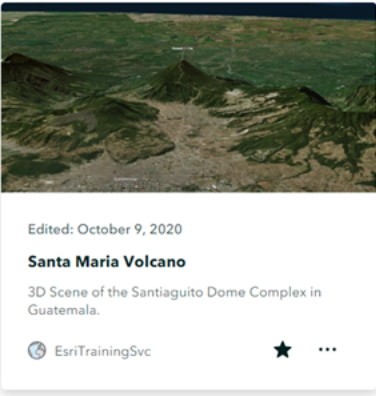   id=48a2f65a673b4fa296b127afe6e49c8e.

c   Sign in to ArcGIS Online using your provided course ArcGIS account (your username that ends with _sds).

d   On the item page, under the thumbnail, click Add To Favorites.

   The item was added to your list of favorite content. You can now add the scene to your story.

e   Close the web browser tab with the item page and return to the story builder.

f   In the story builder, scroll down past the sidecar.

g   At the end of your current story, click the Add Content Block button and choose Map.

   Note: If you chose to add all the optional text from the Add Text step, add the map after the
            paragraph that begins with "At first light on November 12 . . ."

h   On the Add A Map page, click the My Favorites tab.

Edited: October 9, 2020

Santa Maria Volcano

3D Scene of the Santiaguito Dome Complex in Guatemala.

🌐 EsriTrainingSvc   ★   ...

*Step 9h***: Add a scene.*

The My Favorites tab lists any ArcGIS Online content that you have marked as a favorite, including the scene that you just added.

i   Click Santa Maria Volcano.

The scene displays in the map designer. The side panel lists the scene layers. Using the side panel, you can rename layers, turn off scene layers, and turn the scene legend on and off. Any edits that are made in the map designer will apply only to the scene that is added to the story.

j   In the bottom-right corner, under the scene, click Place Scene.

    Note: The scene may take a moment to appear before you can click Place Scene.

*Step 9j***: Add a scene.*

The scene is added to the story. You can zoom and pan this scene directly in the story.

    Note: If you want to add a map or scene that was created in ArcGIS Pro, share the item as a web
            map or web scene to ArcGIS Online, and then add it to your story.

For more information about sharing web maps, go to ArcGIS Pro Help: Share a web map. For more information about sharing web scenes, go to ArcGIS Pro Help: Share a web scene.

You created an initial draft of your story. Before publishing the story, you will review it.

- **Step 10: Choose a story design**

Some final steps of the creation phase are to apply a design that reflects the tone of your story and to review your story to ensure that the content is accurate. Choosing your story's design—its overall look and feel—is just as important as choosing the right content. You want to ensure that the story's visual cues (colors, typography, map symbology, and so on) match the tone of the narrative. For example, darker colors paired with formal fonts can indicate that the story is more serious.

In this step, you will explore the design options and choose an appropriate theme and then preview your story.

a   At the top of the story builder, click Design.
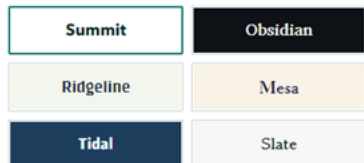
Design

Change the look of your story

Cover

Optional story sections

- ◯ Navigation ⓘ
- ◉ Credits ⓘ

Theme

Summit	Obsidian
Ridgeline	Mesa
Tidal	Slate

Featured themes gallery Beta

Browse my themes

Changes to themes are automatically applied. Manage my themes

Step 10a***: Choose a story design.

The story builder's Design panel appears, listing options for the cover layout and theme for your story.

b   In the Design panel, under Theme, choose Obsidian and scroll through the story.

In the Shadow of a Volcano

Around the world, volcanoes threaten nearly half a billion people. Scientists are working to better forecast when eruptions will occur.

Volcano Expedition Team
Draft

In 2017, a volcanologist, a photographer, and a cartographer traveled to Guatemala on a National Geographic-funded expedition.

Step 10b***: Choose a story design.

Themes change the overall design of the story, from color scheme to typography to the basemap and symbology of an express map. You can switch between themes to decide which one is most aligned with your story.

c   In the Design panel, under Theme, choose Summit and scroll through the story.

You want to choose a theme that best matches the tone of your story and the story's visuals. This story is fairly light and uses images with shades of blue and green. Based on this information, Summit would be the more appropriate theme. Summit has a light theme, modern typography, and a minimalist look that helps communicate the excitement that the explorers felt while on the expedition.

d   After you finish reviewing the story, in the upper right of the Design panel, click the gray X.

e   At the top of the story builder, click Preview.

   Note: If necessary, click Yes, Continue in the Preview Will Reset Undo History pop-up.

Preview shows you how the story will appear for readers. In addition to reviewing the visual design choices like the theme you applied, you can use the preview to review the story for misspelled words, missing alternative text, continuity errors, and other changes that you might want to make before publishing.

You can also preview the story in different modes. The full screen browser preview displays by default; however, you can also preview the story in tablet and smartphone views.

f   At the bottom right of the preview display, click the Preview On Tablet button ▭.
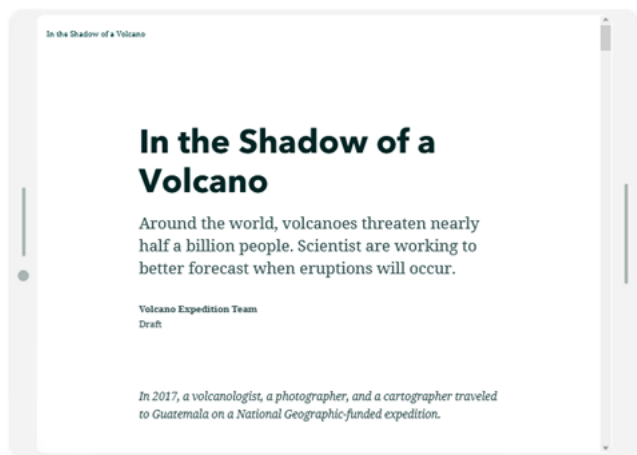
Step 10f***: Choose a story design.

The story appears within a tablet view. You can scroll through the story to preview how each of the story elements would appear on this device.

g   When you are finished exploring, click the Preview Full Screen button ▭.

The story appears within a computer desktop window view.

   Note: It is recommended that you review your story after taking a break from authoring so that you have a fresh perspective. It would also be a good time to ask others for their feedback and suggestions.

h   At the bottom of the preview display, click the Close Preview button ✕ .

i   If necessary, make any remaining changes to the story.

You have explored design options for your story, and you previewed the various display options that are available to readers. Next, you will publish your story for the public.

-    **Step 11: Publish a story for sharing**

After final design touches are added and the story is reviewed, it is ready to be shared with others.

In this step, you will publish your version of *In the Shadow of a Volcano*.

a   At the top of the story builder, click Publish.

Step 11a***: Publish a story for sharing.

> **Note:** You can only publish the story from the Draft view.

You can share this story with other members of your ArcGIS Online organization or with the public. Sharing this story publicly means that anyone can find and view the story. You can also configure the story card to customize the details, or social metadata, that are displayed when the story appears on social media sites and in search engine results.

b Under Share, click the down arrow and choose Everyone (Public).

c At the top right of the page, click Publish.

The story is now available for others to read. You can reopen your story in the story builder and continue making edits or updates without affecting the shared story. If you change the story, republish it by clicking the More Actions button • • • at the top of the page and choosing Edit Story. The More Actions button enables you to discard changes, change the story settings, or unpublish the story.

In this exercise, you learned how to use the story builder to create a story. You also identified the characteristics of an effective story and learned how to implement these characteristics using media types, maps, and even the overall design of the story.

d If you would like to add an interactive element to your story, proceed to the optional stretch goal; otherwise, close the private or incognito web browser window.

- **Step 12: Stretch goal (Optional)**

If you would like to add an interactive element to your story, you can continue with this stretch goal to add a time-enabled web map to your story using the time widget. An interactive map that shows events or changes over time can be a powerful storytelling tool. The time widget reads the time settings from the web map and enables readers to play and pause the map's time animation.

You will create a time-enabled map in ArcGIS Pro from a CSV file and share it as a web map to ArcGIS Online so that you can add it to your story. The map that you create will show volcanic eruptions that took place globally from 2001 to 2021. It should be symbolized based on the VEI, or Volcanic Explosivity Index. Alternatively, you can add a time-enabled web map to your story that has been created for you using this link: https://links.esri.com/VolcanoEruptions (https://www.arcgis.com/home/item.html?id=311b1e2e169a4444bb48eaa552aff5e8). You will need to sign in to your course ArcGIS account to add the web map and select it as a favorite so that you can access it from the My Favorites tab.

The tasks for this stretch goal have been grouped to more clearly define the workflow that you are completing.

> **Note:** If you need assistance completing the following tasks, refer to these resources:
>
>   • ArcGIS Pro Help: Add x,y coordinate data as a layer
>
>   • ArcGIS Pro Help: Configure time slider settings
>
>   • ArcGIS Pro Help: Share a web map
>
>   • ArcGIS Blog: Animate time-enabled maps with the time widget

a Create a time-enabled web map in ArcGIS Pro.

1. Start ArcGIS Pro and open a blank map template.
2. Add the VolcanoEruptions20Years table (VolcanoEruptions20Years.csv) to the map.
   The VolcanoEruptions20Years.csv file is located in the StoryMaps data folder.
3. Create point locations for the volcanoes.
4. Symbolize the points using graduated symbols based on the VEI field and, if you would like, change the basemap.
5. In the layer's properties, set the layer time and adjust the time span to be one year.
6. Save and share the map as a web map to ArcGIS Online.

b   Add the time-enabled map to the sidecar.

1. Return to editing your story.
2. Add a new slide to the sidecar immersive block that you initially created.
3. Add the time-enabled map.
4. Add text in the narrative panel that provides context for the map.
5. Republish your story.