

ArcGIS StoryMaps

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For additional resources and tutorials, visit www.usmcdh.org



Resources:

The ArcGIS StoryMaps Blog: www.esri.com/arcgis-blog/?s=#&products=story-maps

Examples:

- ENVS 188 Project Showcase: knoxabolitionlab.org/envs188storymaps
- Mushroom Finder: Searching for Mushrooms in Maine's Woods:
<https://storymaps.arcgis.com/stories/1d0c560049374198baf467162d26c692>
- What's that Bug?
<https://storymaps.arcgis.com/stories/033b34f9c6224f56b9369c06562929a1>
- Doing Conservation on the Ground
<https://storymaps.arcgis.com/stories/f365041904ac41c0875567ad9cc70b2a>

Story Maps: An Overview

Traditionally, we think about stories as being grounded in time and having a beginning, a middle, and an end. The concepts of space and place are also critical to narrative development. Story maps are a way of visualizing the connection between narrative and geography and allow us to explore different questions and themes about our research:

1. How do maps chart the movement of people, experiences, and ideas?
2. What do maps reveal about themes like social relations, political economy, power, and change?

3. How do maps allow us to visualize the relationship between people and their experiences “on the ground”?

Space is something that is created and recreated by humans. We embed meaning into space to make it significant to us, and that significance can shift over time (or carry different meanings to different people). Techniques like story mapping offer a medium for visualizing narratives across space by pairing written text/media with geographic representations through maps. This tutorial will walk through how to create a “sidcar” story map using the platform [ArcGIS Story Maps](https://storymaps.arcgis.com/). The sidcar story map pairs a scrolling narrative panel of stationary media (text, photos, videos) into geographic slides that string together into a historical narrative.

Creating a Free ArcGIS Account

1. Go to <https://storymaps.arcgis.com/>
2. Click the **Sign In** button in the upper right corner.
3. Click **Create an ArcGIS Public Account** at the bottom of the sign-in page.
4. Type in your first name, last name, and email. Accept the user agreements. If you would like to use an alias name, please let your instructor know.
5. Click **Next**, and an activation link titled “ArcGIS Notifications” will be sent to your email. Follow the link to complete your registration (creating a username and password).
6. Once logged in, you will be redirected to the story maps dashboard where you can edit existing story maps or create new ones.

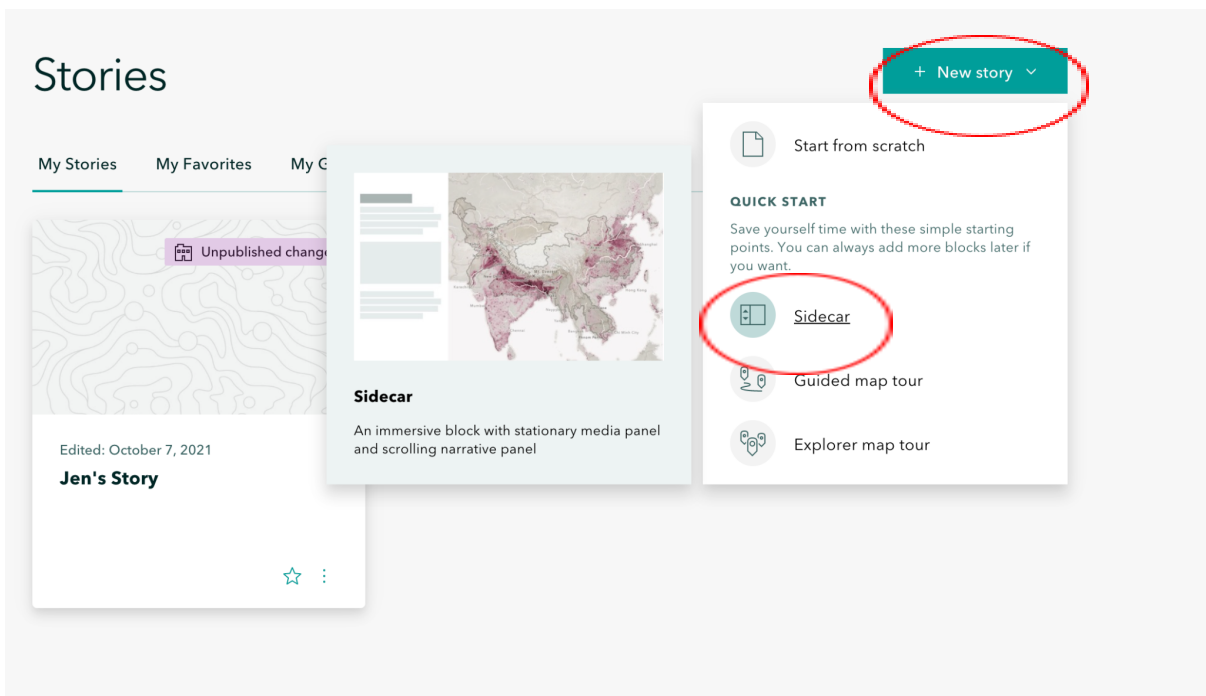
Navigating the Interactive Builder

1. The interactive builder will guide you through the process of adding content to your story map. Begin by adding a **title** and **optional subtitle**.
2. Looking towards the bottom of the sidcar section, you will see a dark bar with slides. This allows you to add new slide components to your sidcar or reorder current slides.
3. Scrolling beyond this, you will see a prompt that says “continue your story.” This is where you can add more text and multimedia content *not* connected to a sidcar. You can also use this option to add a different immersive element, such as a **map tour**.

4. At the bottom of the story map, there is a **footer** for adding credits and other citation references.
5. Also note the **top menu**, which shows the **drafting** and **save** status of your story map, along with other options for **design**, **preview**, and **publish**, along with other settings.
 - a. **Design** is where you can alter the overall appearance of your story map
 - b. You can also add a **navigation menu** (automatically turned off) and change thematic fonts/colors.

Creating a Sidecar Story Map

1. Select **+New Story** and it will give a drop down menu of options—select **sidecar**. It will then launch the Story Builder.



2. The layout of the Story Builder includes a main stage where you can add and reorder multiple slides to your sidecar story map. The top menu has **Design**, **Preview**, and **Publish** options as well as the status of your draft (the builder automatically saves your draft in progress).
 - a. **Design** offers theme and layout options to customize the overall appearance of the story map.
 - b. **Preview** allows you to see the viewer side of the story map *without* committing to any changes that you have made.

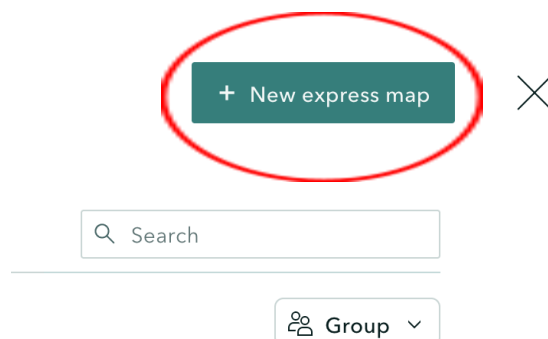
- c. **Publish** fully updates your story map and offers sharing options (private, organization only, and public).
3. Give your story map a title. You may add a subtitle and your name to the byline (if you wish to use an alias to protect your online privacy, please tell your instructor). You may also add a cover image/video as a visual header.
4. The mainstage of the Story Map builder has two parts: a left panel for the narrative (text, media) and a right panel for your map. When you select the **+** option from the left panel or **Add Media** from the drop-down menu in the right panel, you will see a variety of options for text/media you may add to the story map. You can flip and resize these elements using the arrows in the center of the page.

Adding a Map to your Story Map

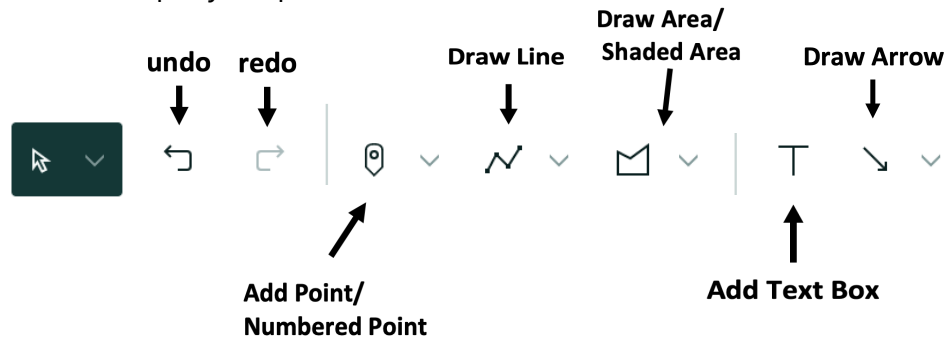
There are two ways to create maps for your story map: **Express Maps** (one-time use) and **ArcGIS Maps** (classic-style editor, permanently stored).

Building a New Express Map (one-time use)

1. In the right panel of your story map, select **Add Media** and then **Add Map**.
2. A new page will open for you to add a map. You may exit this page at any time using the **X button** in the upper right corner.
3. To add an express map to your story map (ideal for quick and simple modifications), select **+New Express Map** from the upper right corner.

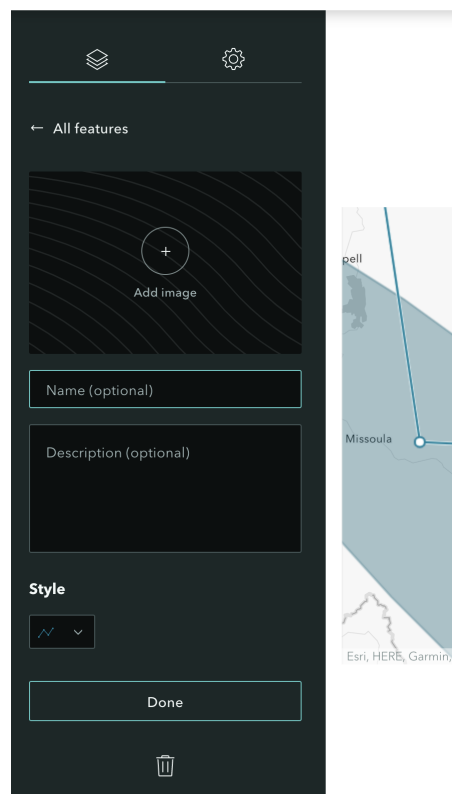


4. A new page will open. The left column is split into two options: layers and options. As you add drawn features to the map, they will appear in the **layers column**. The **options column** offers map configurations (legend, search bar, etc.) as well as other basemap layer options.



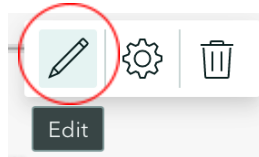
5. You can add images and text as an interactive pop-up to any drawn feature. When you add a line, point, or area, the left column will display options to add an image, title, and text for your pop-up. You can also change the color using the **style** dropdown menu.

Edit express map



6. Once you are done adding features to your map, select the green **Done** button in the lower right corner. This will add the express map to your story map.

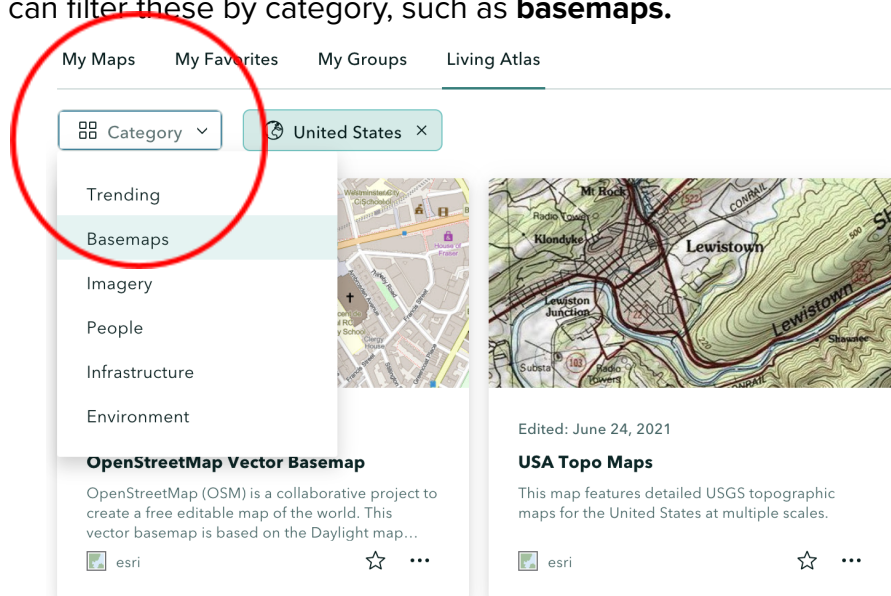
7. You can always edit an existing express map by selecting the pencil icon in the media/map window. NOTE: deleting an express map is permanent.



Adding an ArcGIS Map (Classic-style editor, permanently stored)

This feature is a good option if you want to create maps that you can permanently store with ArcGIS and/or reuse throughout your story map.

1. In the right panel of your story map, select **+ Add** and then **Map**.
2. A new page will open for you to add a map. You may exit this page at any time using the **X button** in the upper right corner.
3. Maps you have created in the past with ArcGIS will appear on the home page. Additional tabs show other options for adding maps, like the **Living Atlas**. This option shows all maps created by other ArcGIS users that you can edit and use in your story map. Some are data-based while others are simple basemap layers. You can filter these by category, such as **basemaps**.

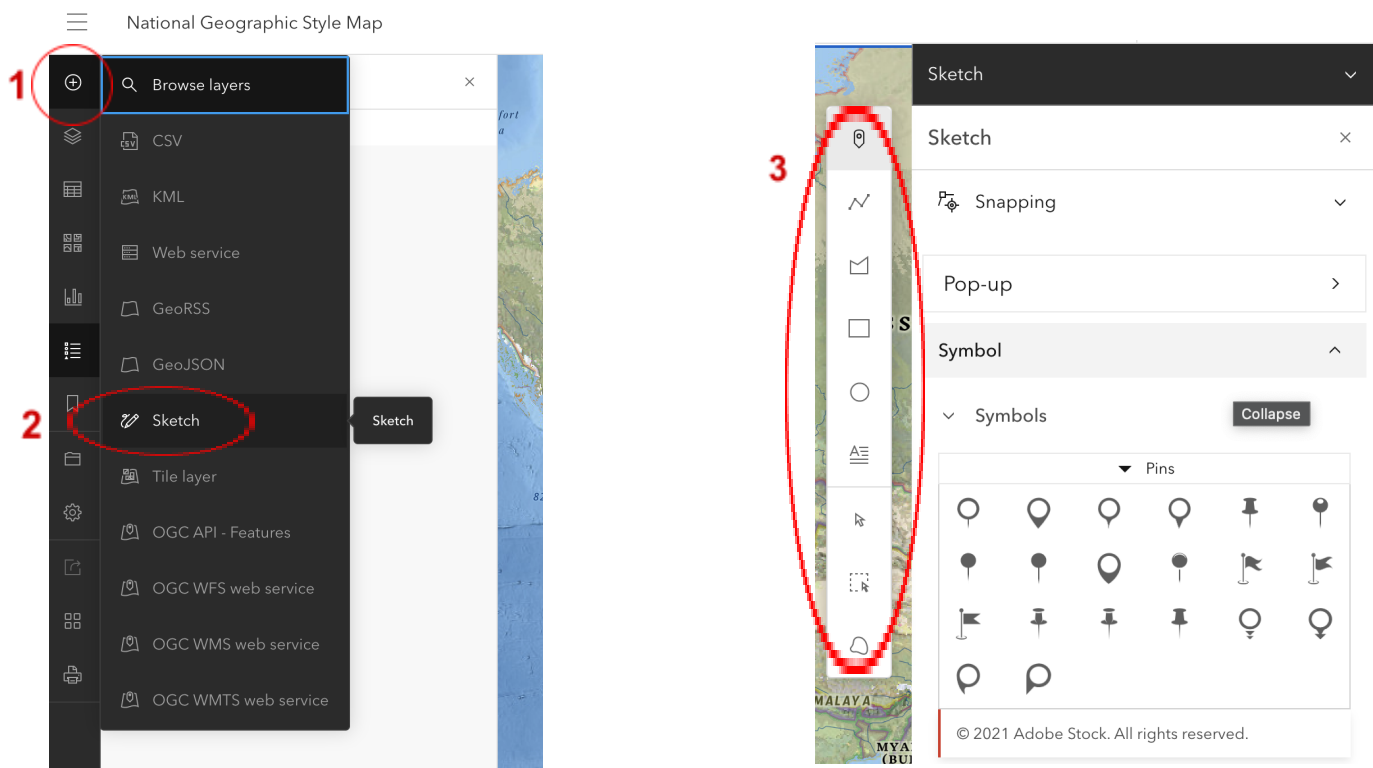


4. Select the map you want to add to your story map. Any changes to the map will be saved to the map's metadata.

5. If you want to draw points, lines, areas, or pop-ups to the map, select **View in ArcGIS** in the bottom left corner. A new window will open with the classic-style editor.

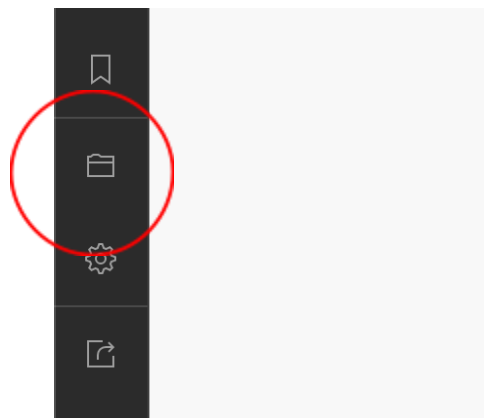
NOTE: editing the map creates a copy of the original and adds it to your “my maps” folder for easy access.

6. To add drawn figures to the map, select **+** from the left column and choose the **Sketch** layer. A menu box will appear on the right side of the screen with options to draw features like points, lines, shapes, text boxes, and shaded areas. Use the **cursor option** to select/edit an existing feature on the map.



7. After selecting a feature to draw, you may also change the style, size, and fill color.

8. All draw features can include an interactive pop-up of additional text and media. Select **Pop-Up** and then **Enable Pop-Ups** to add a title, text, and/or an image.
NOTE: All images must come from the web using an image URL. Wikimedia Commons, Google Images, and some digital archival collections offer many images in the public domain. Right click on an image to copy “image URL address” and paste it into the URL field in ArcGIS.
9. When you are done editing the map, **Save it** by selecting the folder icon from the left column.
 - a. NOTE: any time you make changes to the map, a blue dot will appear next to the folder to remind you to save it.



10. After saving, the map will appear in your personal **My Maps** folder where you can select and add it to your story map. Set the zoomed view and select the **Place Map** button in the bottom right corner. It will be fully interactive to the viewer.

Publishing your Story Map

1. To publish your story map, select the publish button from the upper right corner for a drop-down menu of sharing options (Private, My Organization, or Public).
2. Select **Publish Story**.
3. After publishing, you will see the viewer side of the Story Map. You can return to the editing interface at any time by selecting “...” next to your profile icon and selecting **Edit Story**.
 - a. You can also share your story via link or embed code using the options next to your profile icon.

Important Tips

- Always copy and save your content in a backup location—Microsoft Word, Google Docs, etc.
- **Deleting** ANY text, media, or express maps **is permanent** in ArcGIS Story Maps. Only maps created in the ArcGIS classic editor will remain saved to your “My Maps” folder.
- It is recommended that you **publish your story map frequently**, because you can restore to a previous version in case information is lost.
- To add footnotes, use the **superscript** option in your paragraph text. Type a footnote number, highlight, select ... for more options, then **superscript**. Then, type your footnote citation at the bottom of the page in the **credits** footer.
- You can quickly link text in your paragraph to a specific location in your map. Highlight the text (such as a place name), select the **lightning bolt** icon, set the map to the correct zoomed view, and select **save action** in the lower right corner. Now your text is interactive and will zoom to that location on the map.

Other Things to Note:

- Approach your data with an eye for patterns and relationships. Ask questions about your data before and after visualizing it as a story map.
- Keep in mind how the process of data collection and sharing can minimize human experiences and identities. If you are working with human-related data, consider how quantitative or statistical data can lead to erasure. Story maps can offer a corrective to this by adding context and media to support your data.
- Story map softwares, including ArcGIS, offer a convenient, intuitive, and visually interactive mode for building story maps. *Be critical of this tool* and consider its potential and limitations. Be intentional about your design choices (and how an effective design can best serve your data).
 - For example, think about the implications of colonial borders/boundaries in maps. Ask yourself about how the map portrays a certain representation of space, and how other cultures and communities might conceptualize this space.
- Building any digital project (but especially one with a strong narrative) *takes time*. Be sure to plan and work on your story map with plenty of time in advance.