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StoryMaps: Get your message out



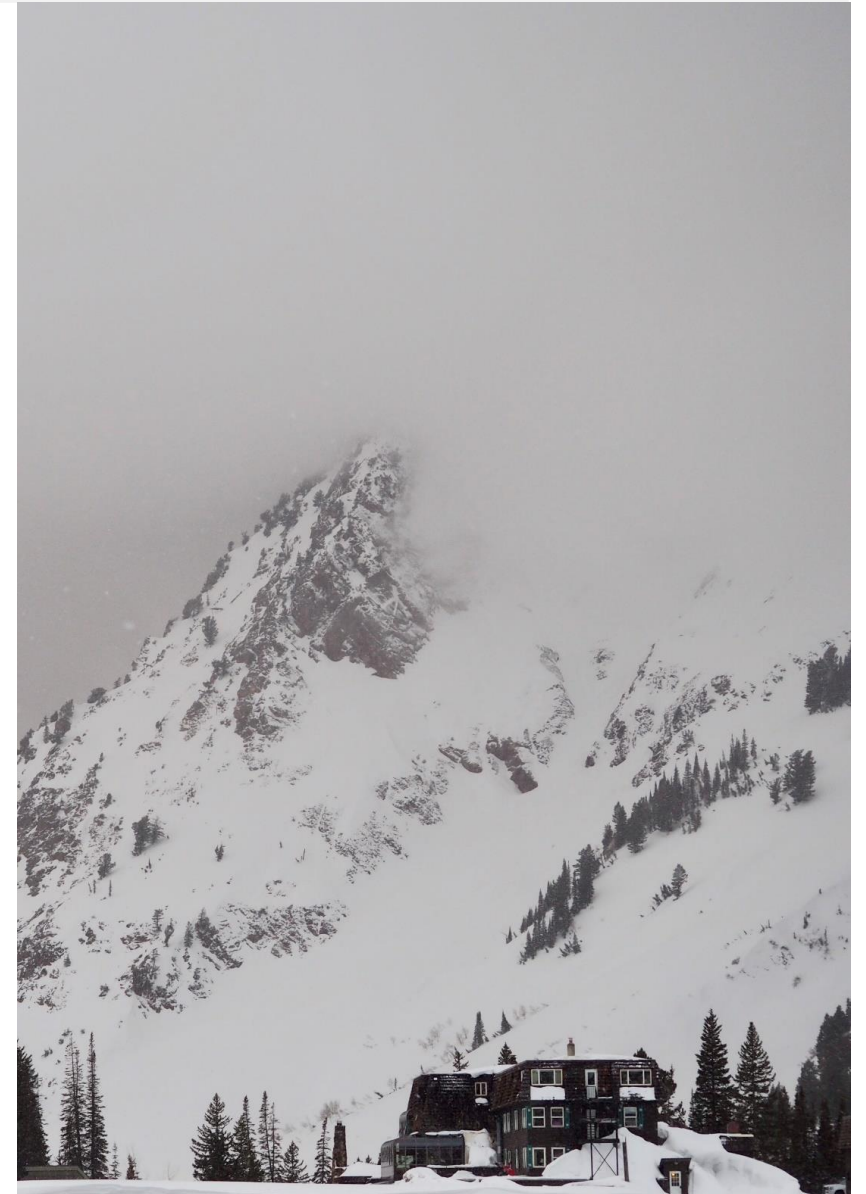
**Geospatial Technology
and Applications Center**



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Objectives

- What is a StoryMap?
- Preparation for a StoryMap
- Creating a StoryMap
- Components of a StoryMap



What are StoryMaps?


Native Trees of the Pacific Northwest: A Geographic Guide

Map of *Abies lasiocarpa*

An iconic sight in the high country of Pacific Northwest mountain ranges, the pointy spires of subalpine fir greet those who venture to timberline.

In the Cascades and westward, subalpine fir commonly grow between 4,000 and 6,500 feet in elevation and in the eastern mountain ranges of the Pacific Northwest they grow even higher - to almost 9,000 feet above sea level in western Montana.

Main photo: Subalpine fir among the clouds in Mount Rainier National Park, Washington.




Description

Upland forest communities where the most shade-tolerant tree capable of occupying the site is a conifer species but aspen is (or was) present.

Carr Fire: Before and After

See before and after aerial imagery of the Carr Fire in the City of Redding

By Redding GIS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Mary Lake

Aerial photos were collected as part of a multi agency mission. Licensed UAV pilots from Menlo Park, Alameda County Sheriff, Contra Costa and other agencies assisted the City in getting the aerial photos.


Processing of the aerial photos courtesy of GIS and Greg Crutsinger with Scholar Farms

Find address or place

mountain Region

6. Forested Vegetation

LEGEND

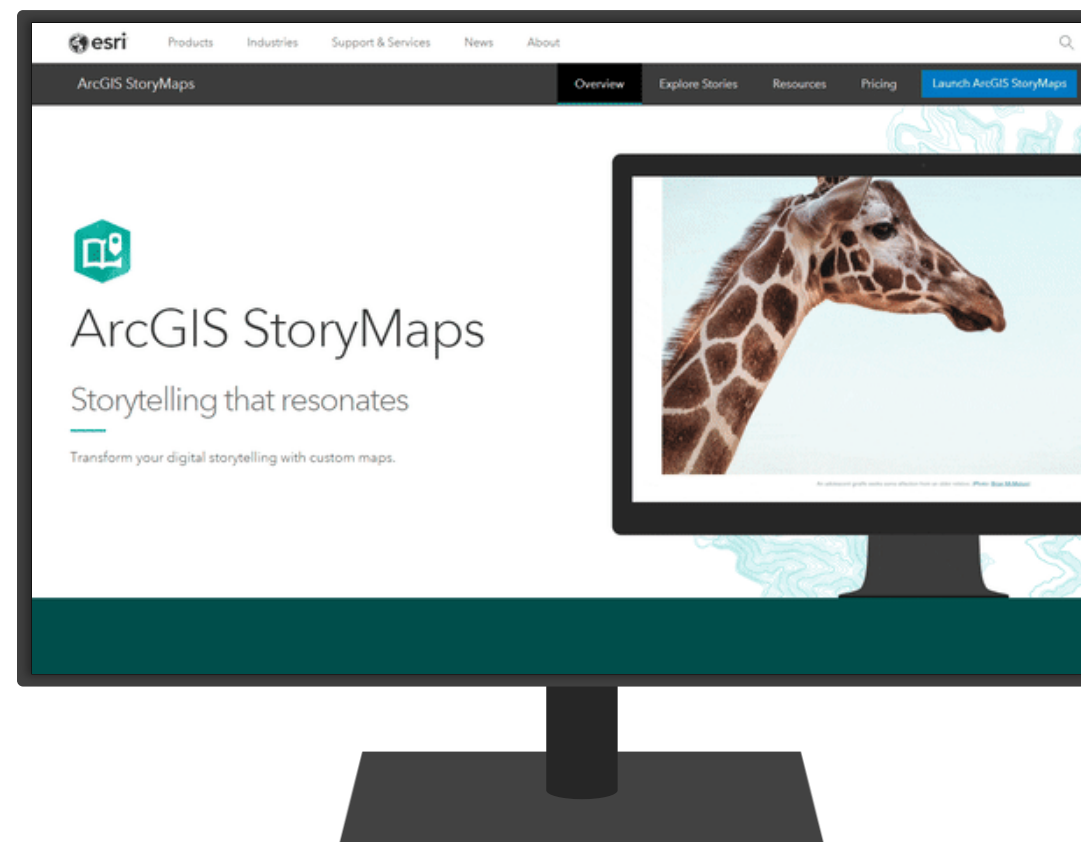




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New StoryMap

- A more user-friendly template





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New Story Map

- Immersive Content
- Media
- Maps

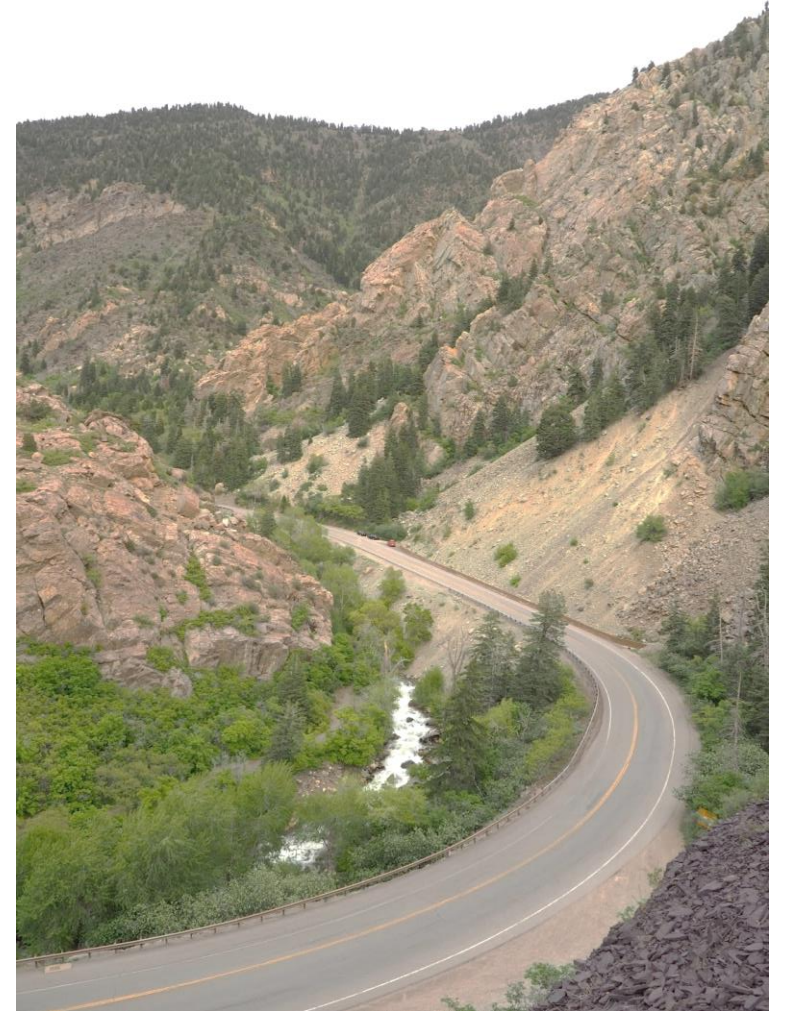




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Preparation for a StoryMap

- Outline
- Gather Content
- Create Narrative

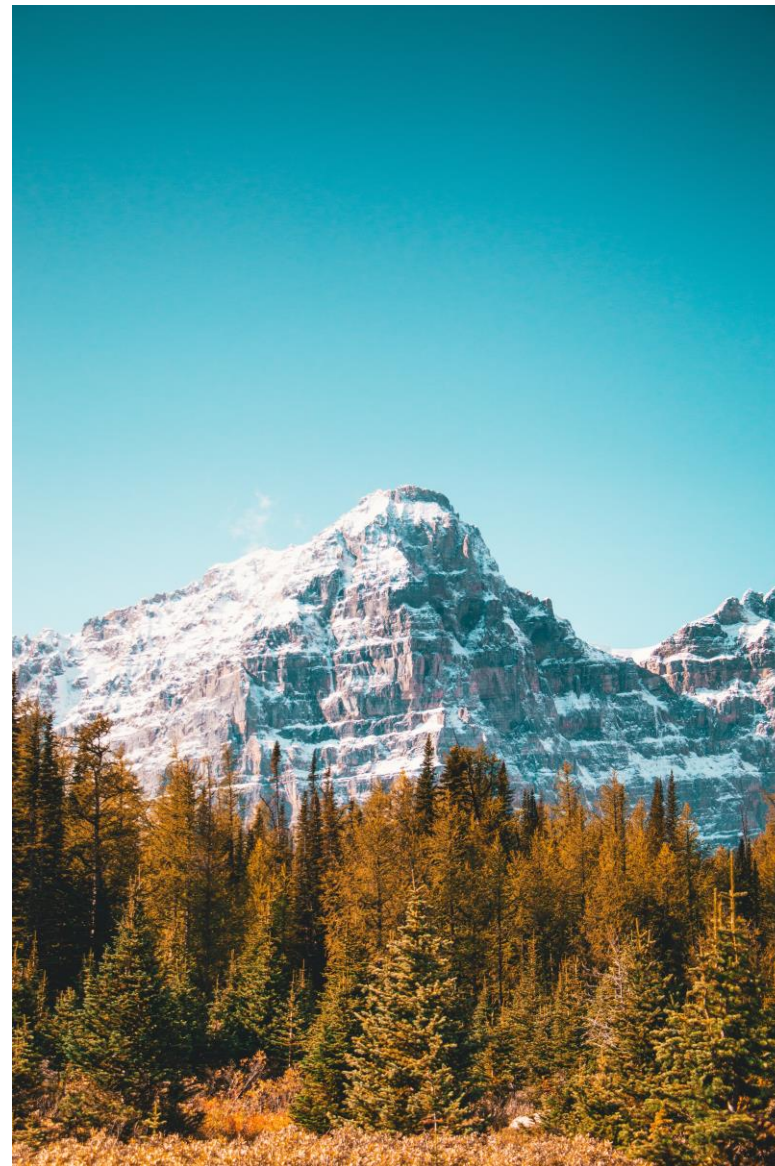




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Outline

- Identifying your target audience
- Defining your key takeaways
- Creating a content inventory

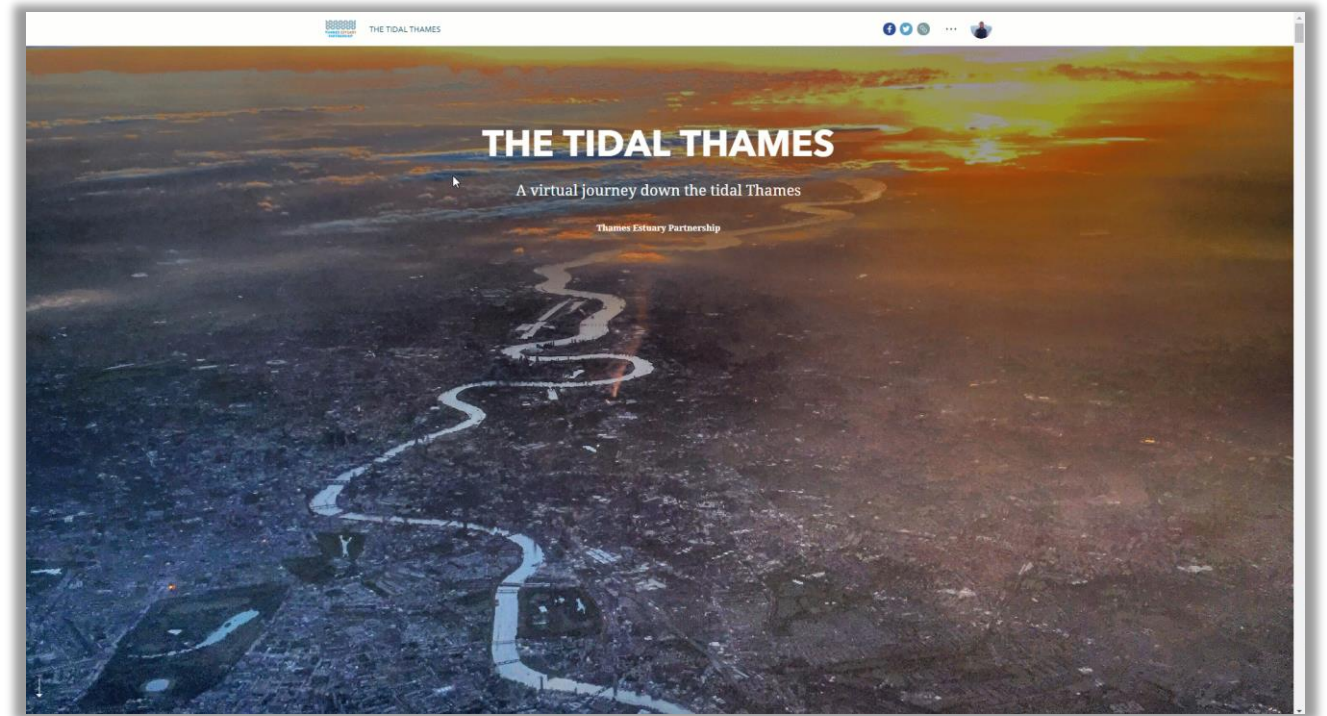




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Content Sources

- Photos & Videos
- ArcMap
- AGOL
- Express Maps

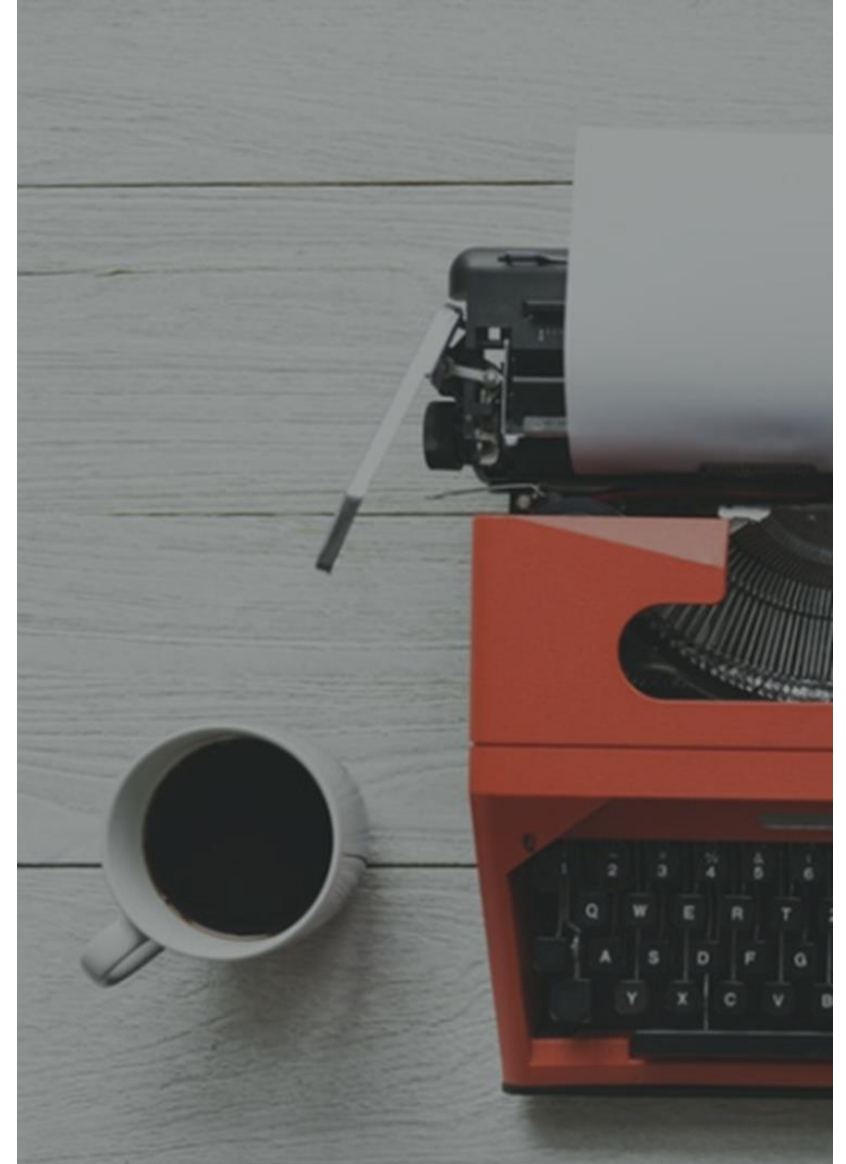




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Create Narrative

- Look at Outline
- Shape it into a basic story
- Let content and project guide you

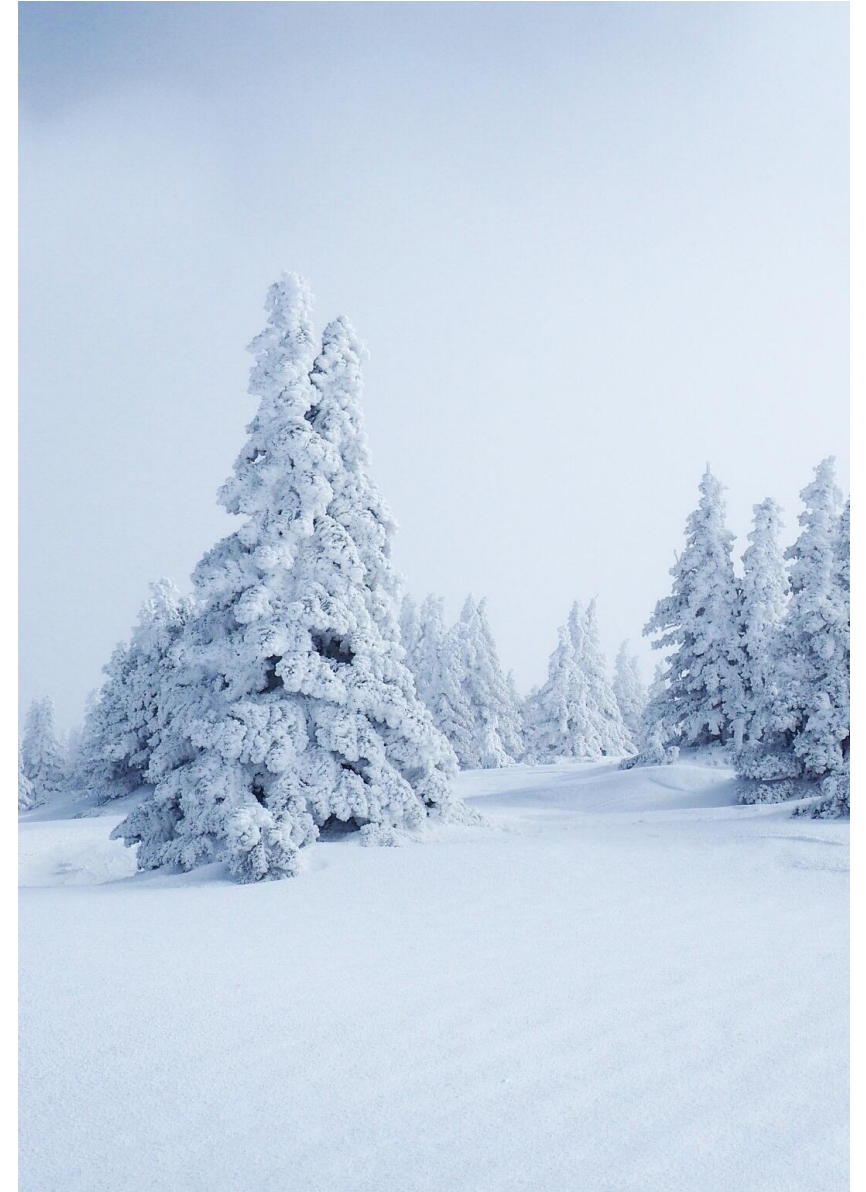




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Layout and Design

- Organized and Not Cluttered
- Quality Content
- Good Design





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Create StoryMap

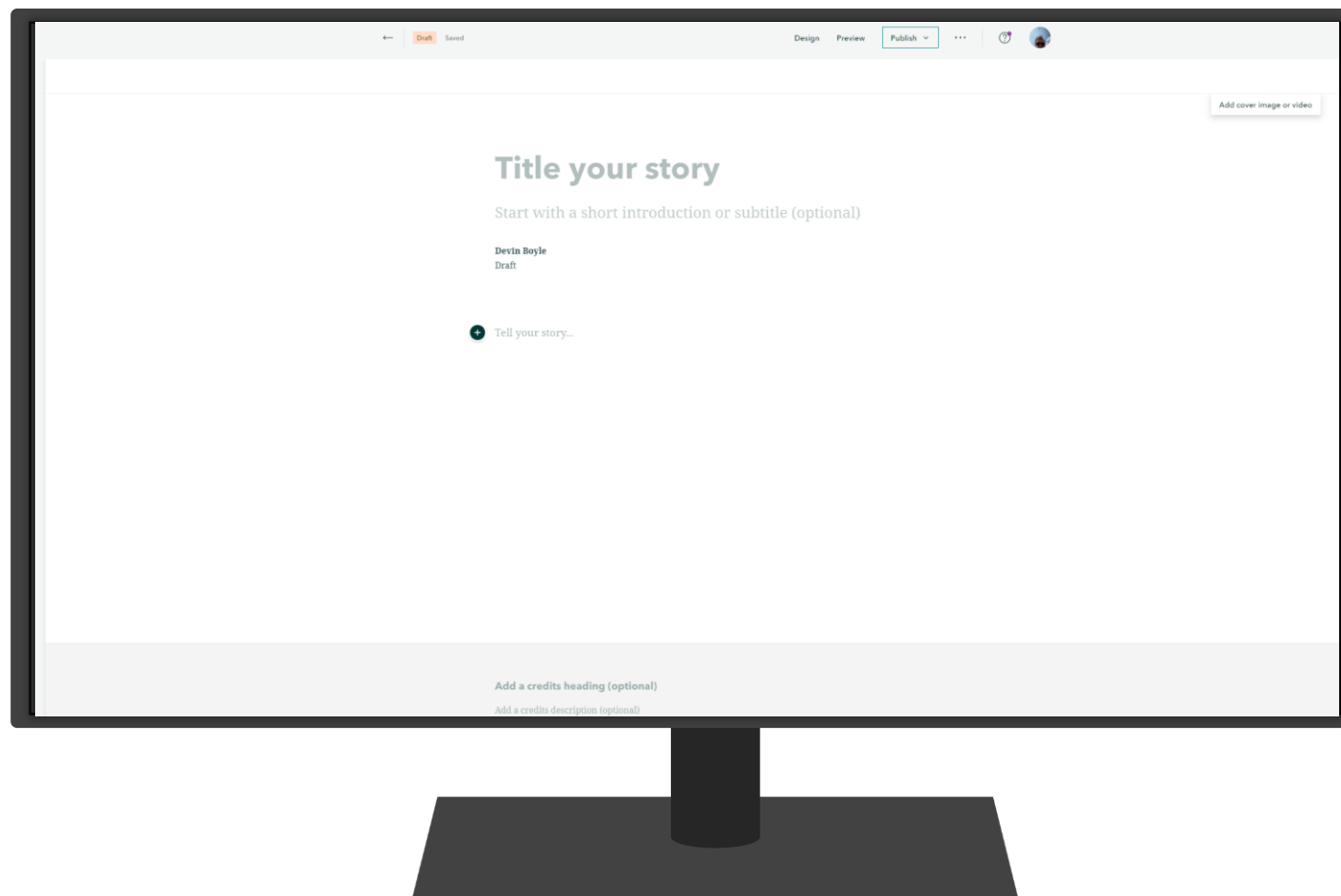


Launching story builder



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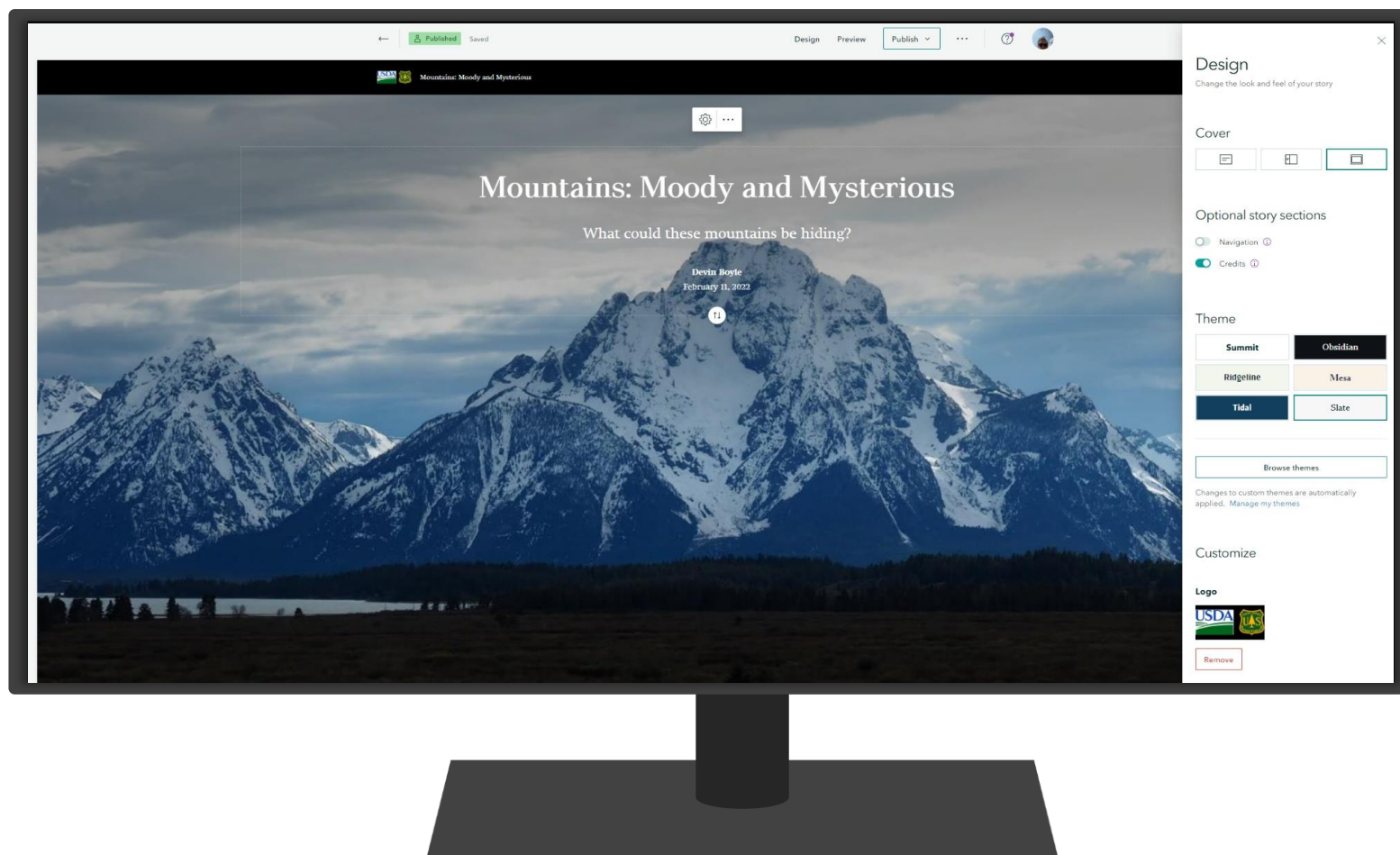
The Story Map Builder



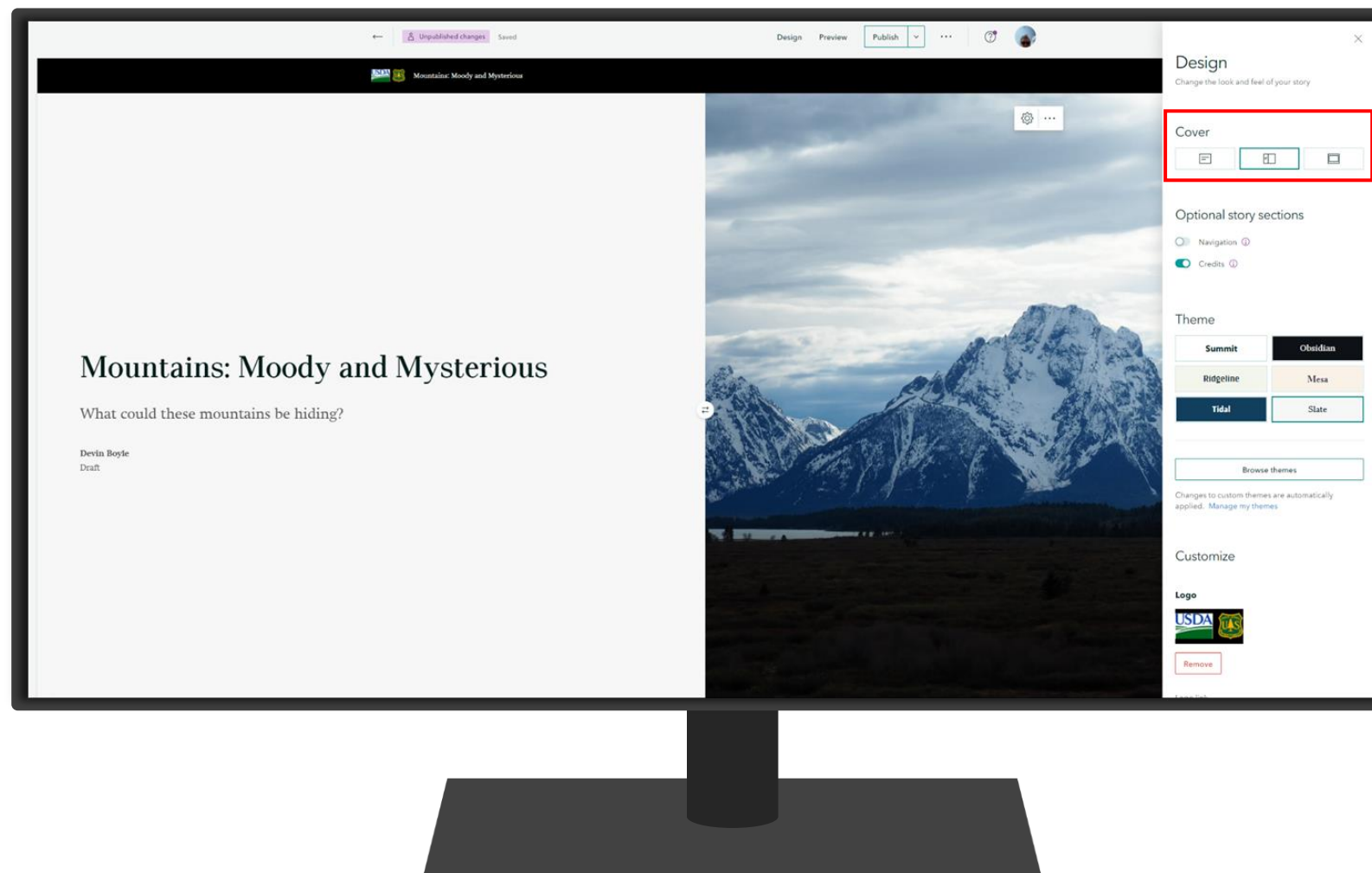


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Creating Your Title Slide

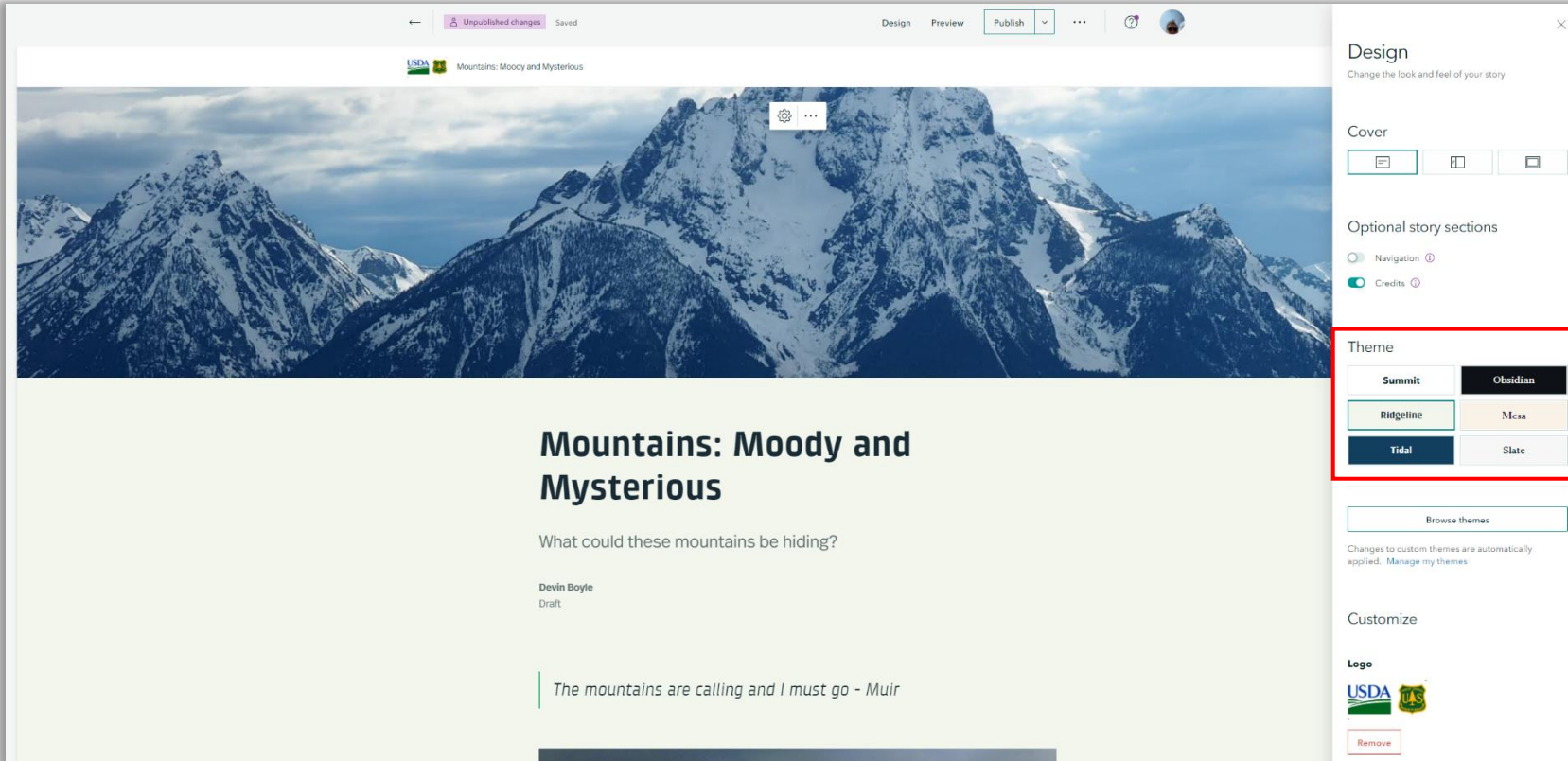


Creating Your Title Slide





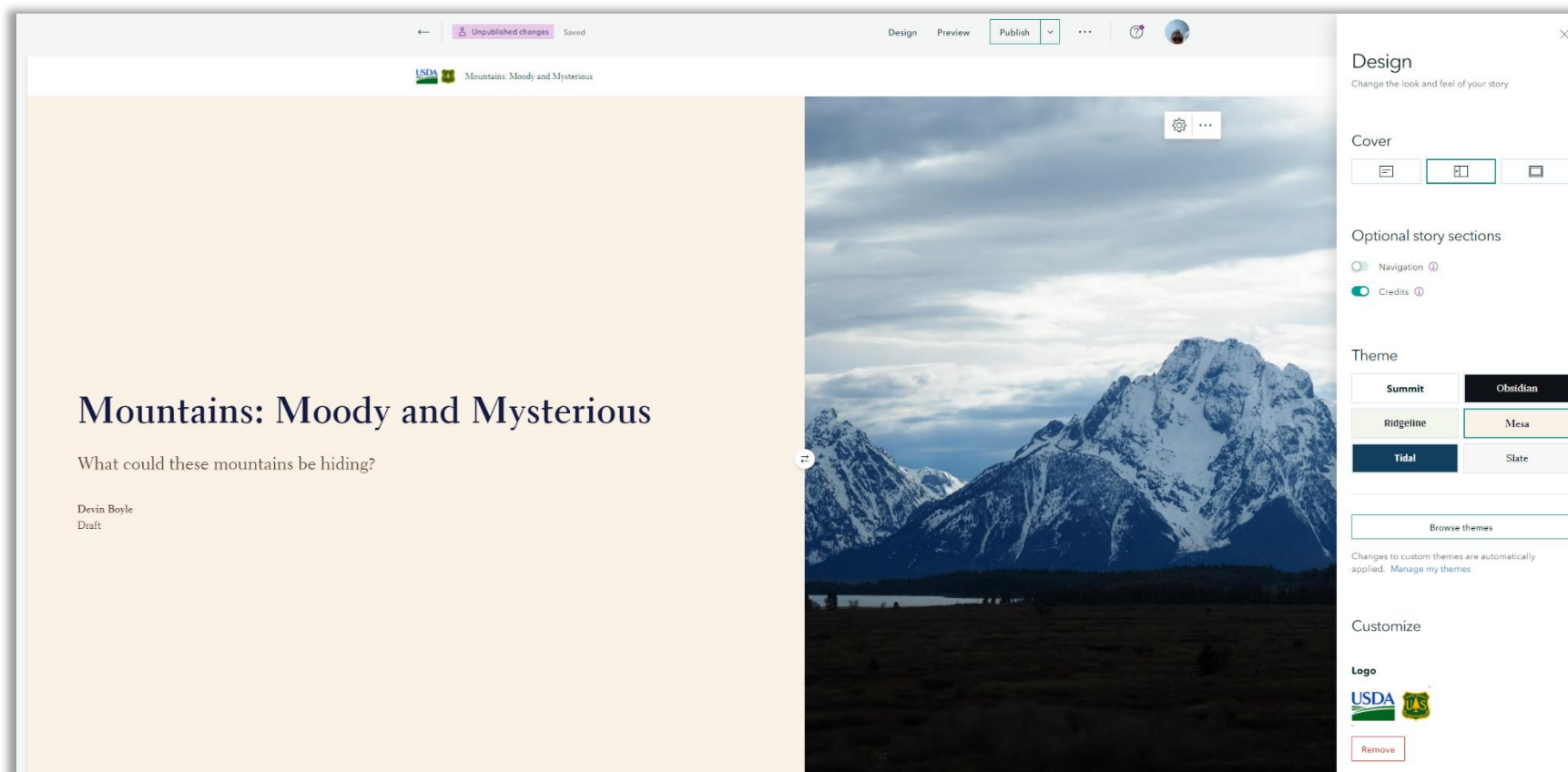
Design Panel: Theme



The screenshot displays the Story Design Panel interface. The main story area features a large image of a snow-capped mountain range under a cloudy sky. Below the image, the title "Mountains: Moody and Mysterious" is displayed in a large, bold font. Underneath the title, the text "What could these mountains be hiding?" is visible. The author's name, "Devin Boyle", and the status "Draft" are shown. A quote, "The mountains are calling and I must go - Muir", is displayed at the bottom of the story area.

The right sidebar contains the "Design" panel, which includes options for "Cover", "Optional story sections" (Navigation and Credits), and a "Theme" section. The "Theme" section is highlighted with a red border and contains six theme options: Summit, Obseidian, Ridgeline, Mesa, Tidal, and Slate. Below the theme options is a "Browse themes" button and a note about automatic theme application. The "Customize" section at the bottom shows the current theme (USDA Forest Service logo) and a "Remove" button.

Design Panel: Theme
















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Adding Content




Basic

-  Text
-  Button
-  Separator

Media

-  Map
-  Image
-  Image gallery
-  Video
-  Audio
-  Embed
-  Swipe
-  Timeline

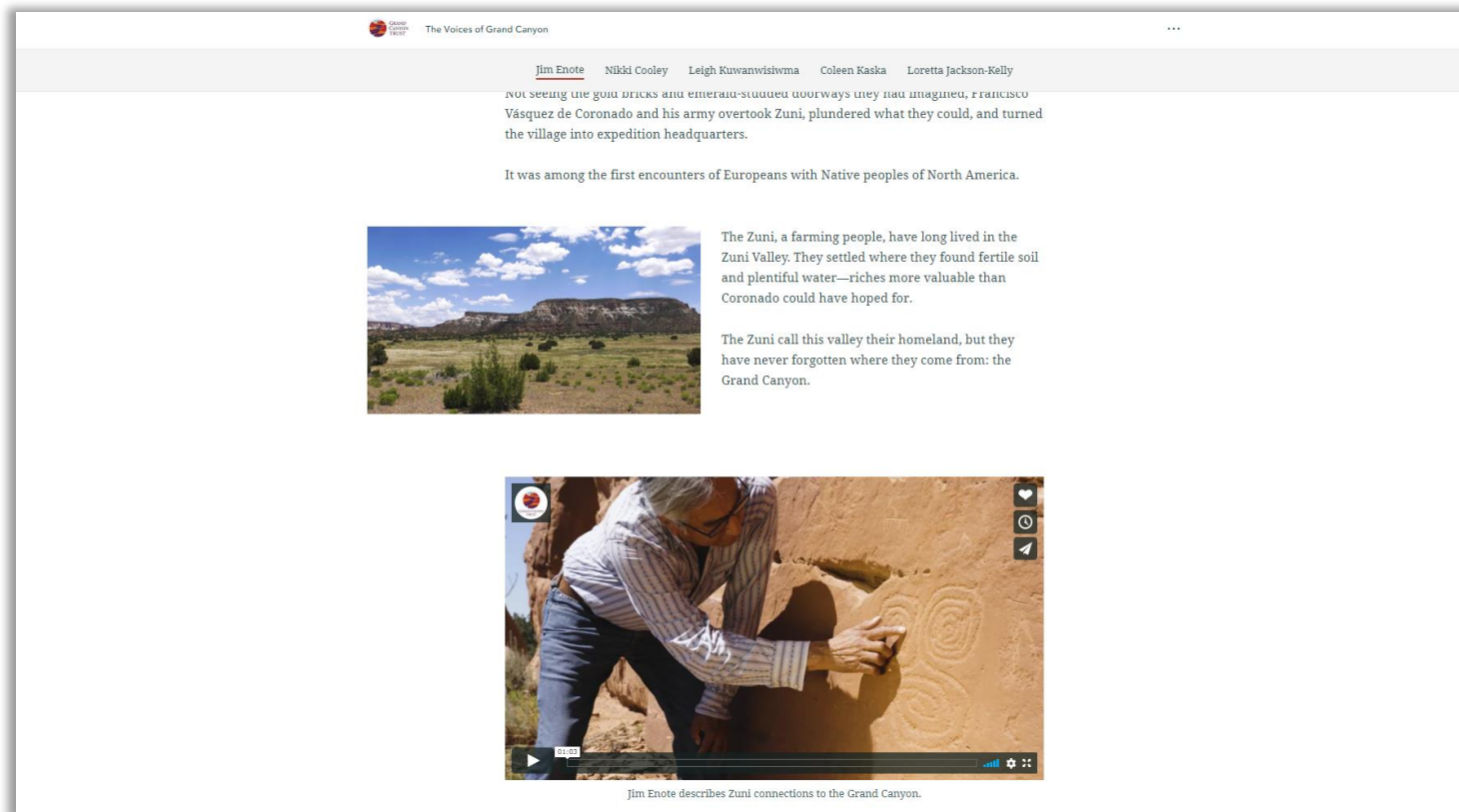
Immersive

-  Slideshow
-  Sidecar
-  Map tour



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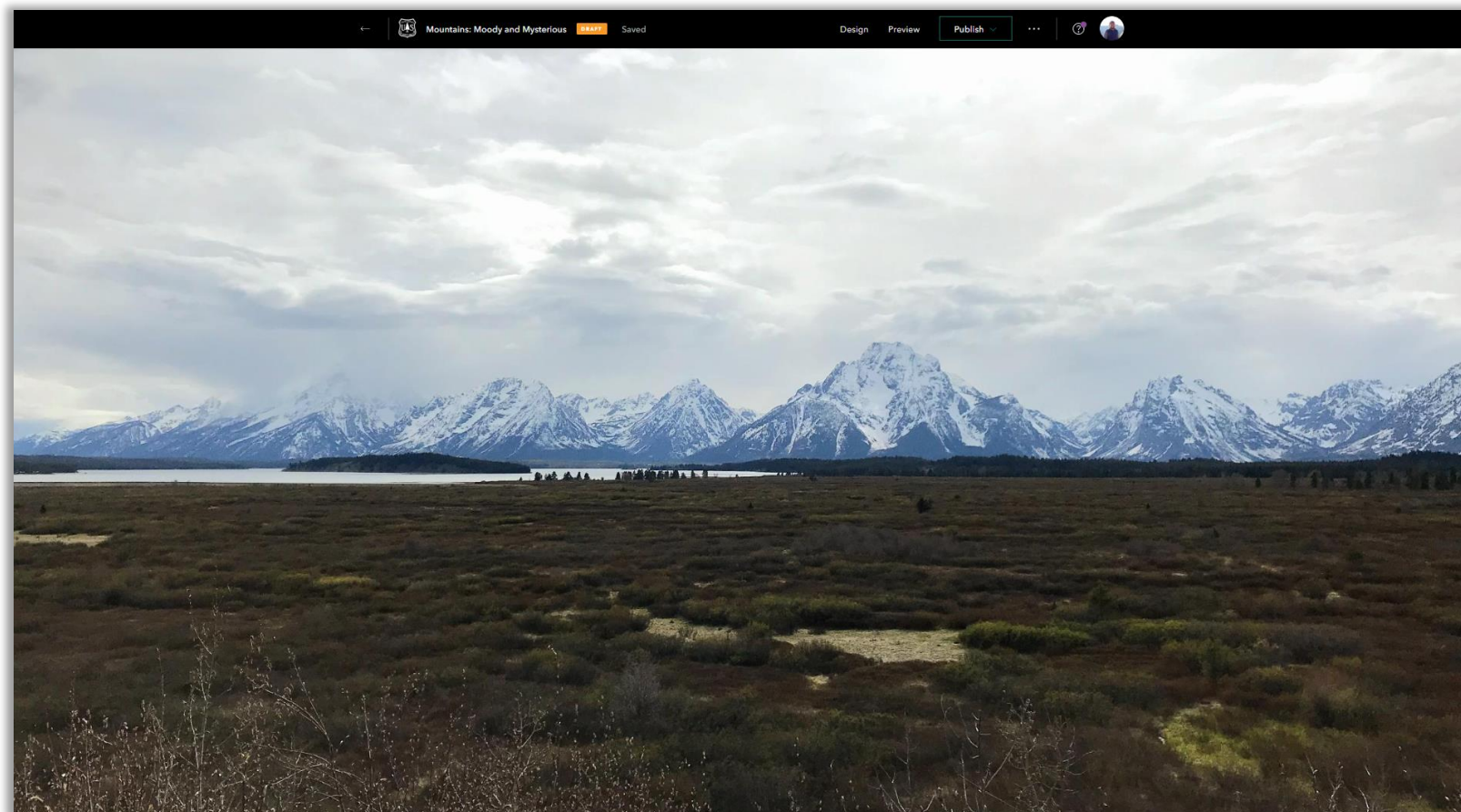
Adding Content





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Images





Floating Pictures

Science of Fall Colors

It's officially been fall for a little more than a week, and for anyone who lives near a deciduous tree — one that sheds its leaves in the fall — this means some beautiful sights are about to occur. But why do trees go through these changes? There's a complex chemical process that goes on inside every deciduous tree, and maybe understanding it can give you even more appreciation for such a stunning sight.

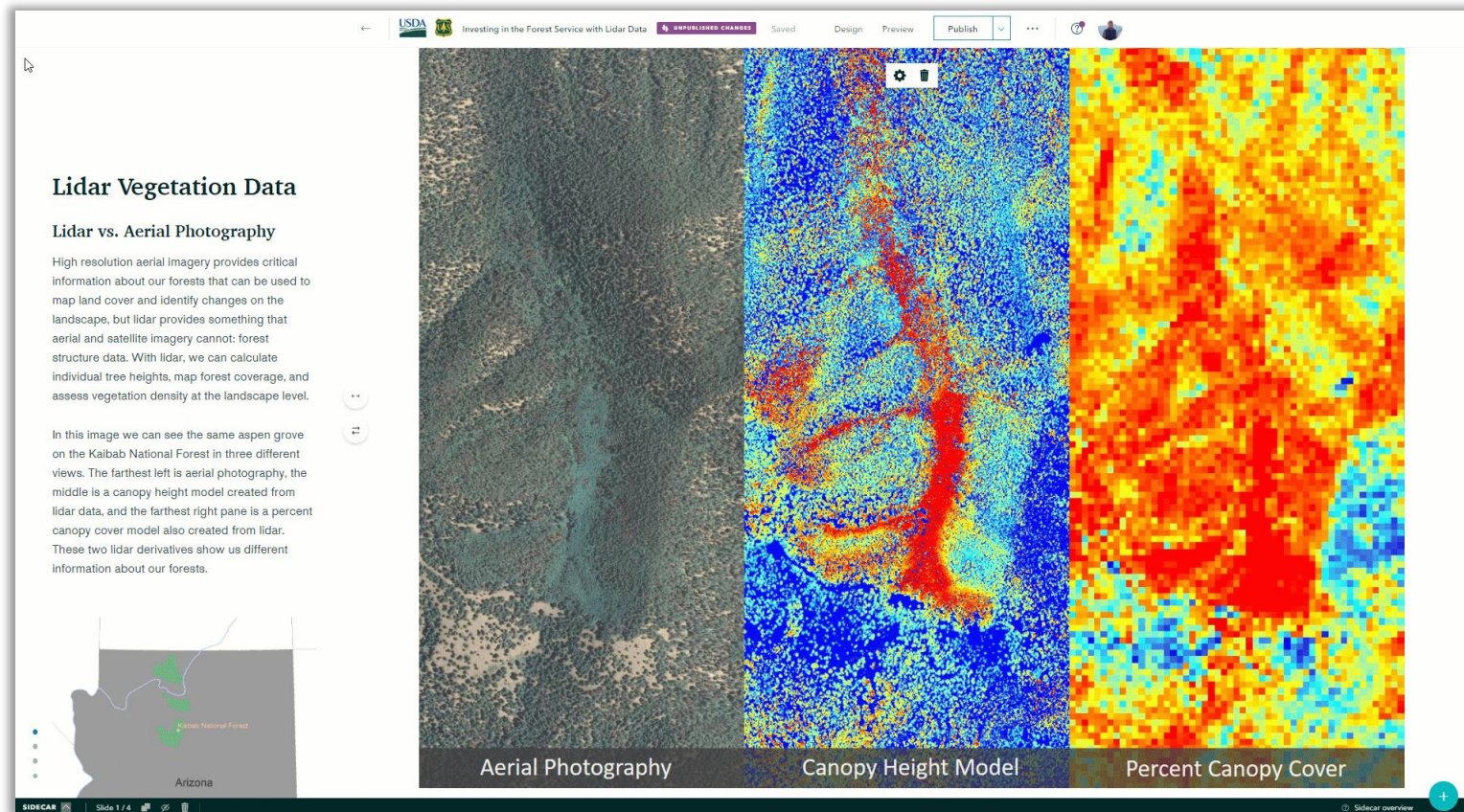


Add a caption for this image (optional)

To understand why leaves are the color they are, you first need to become familiar with the inside of a leaf. Leaves get their green color from a chemical called chlorophyll, which helps the tree take in sunlight. The tree uses the sunlight in a process called photosynthesis, which is how the tree eats, so to speak. It uses the sunlight to break down carbon dioxide (CO₂) and water (H₂O) it absorbs, turning the CO₂ and H₂O into oxygen, which gets expelled, and glucose, which the tree consumes for

energy

Sidecar





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Audio Files



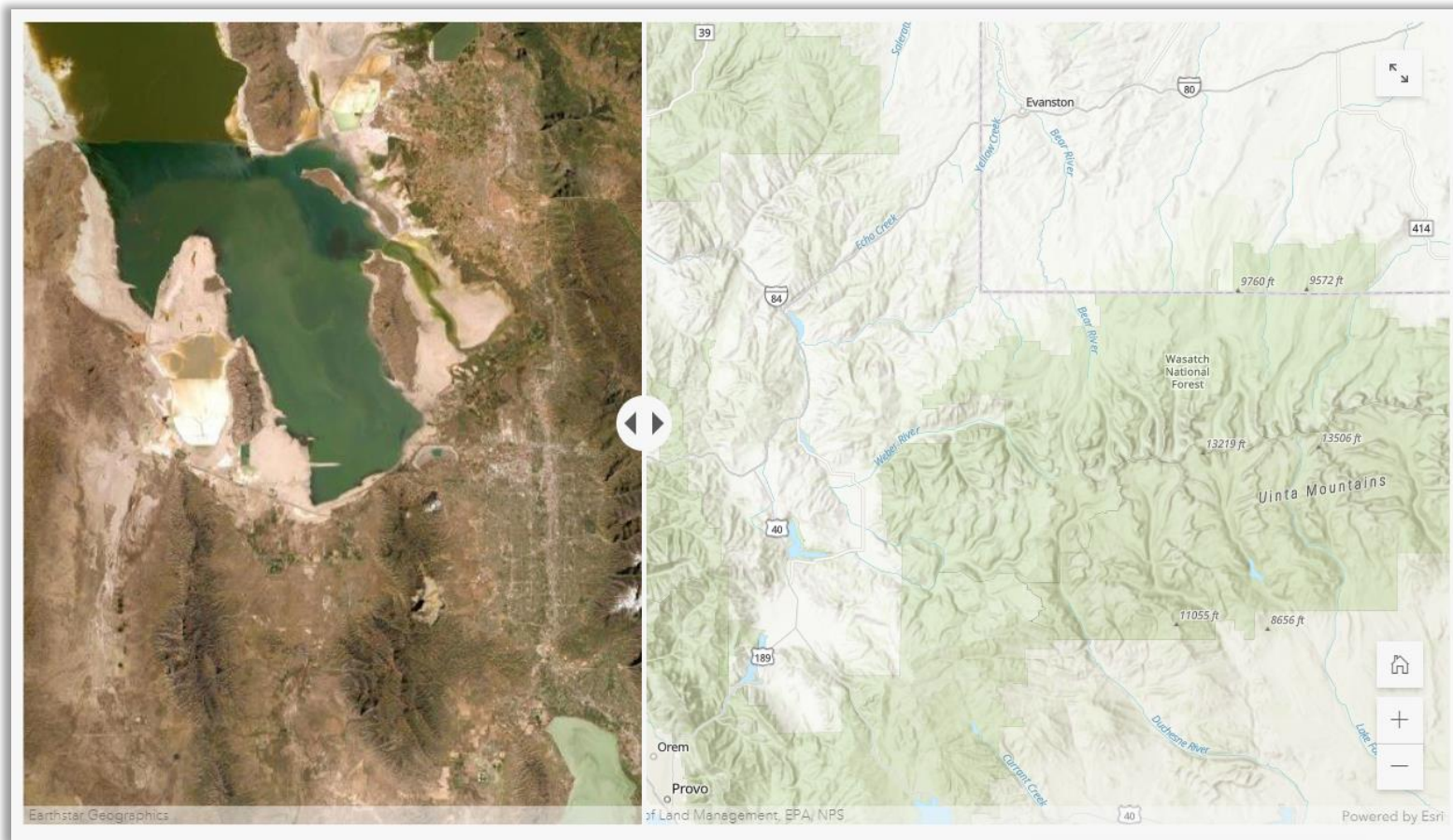
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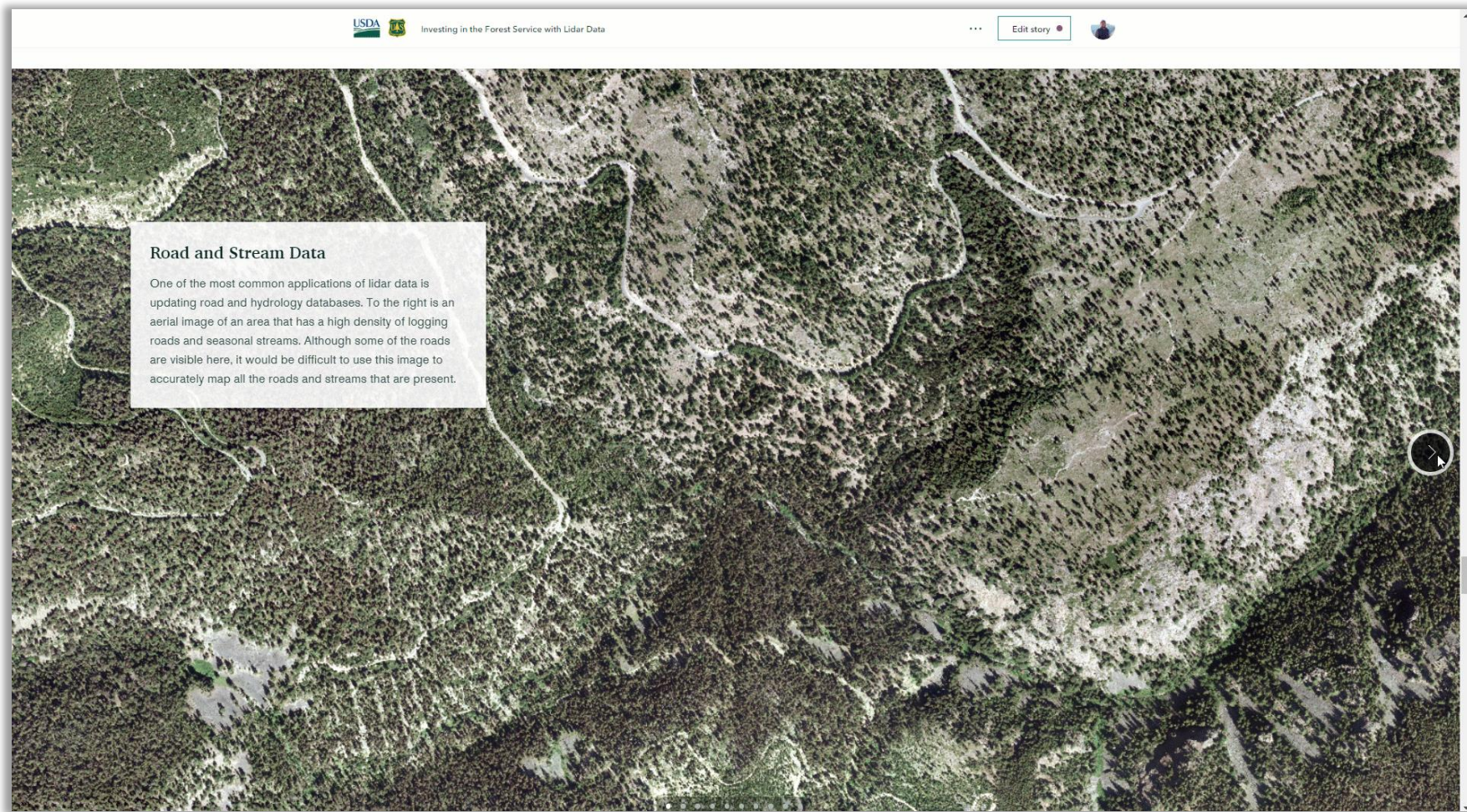
Swipe Tool



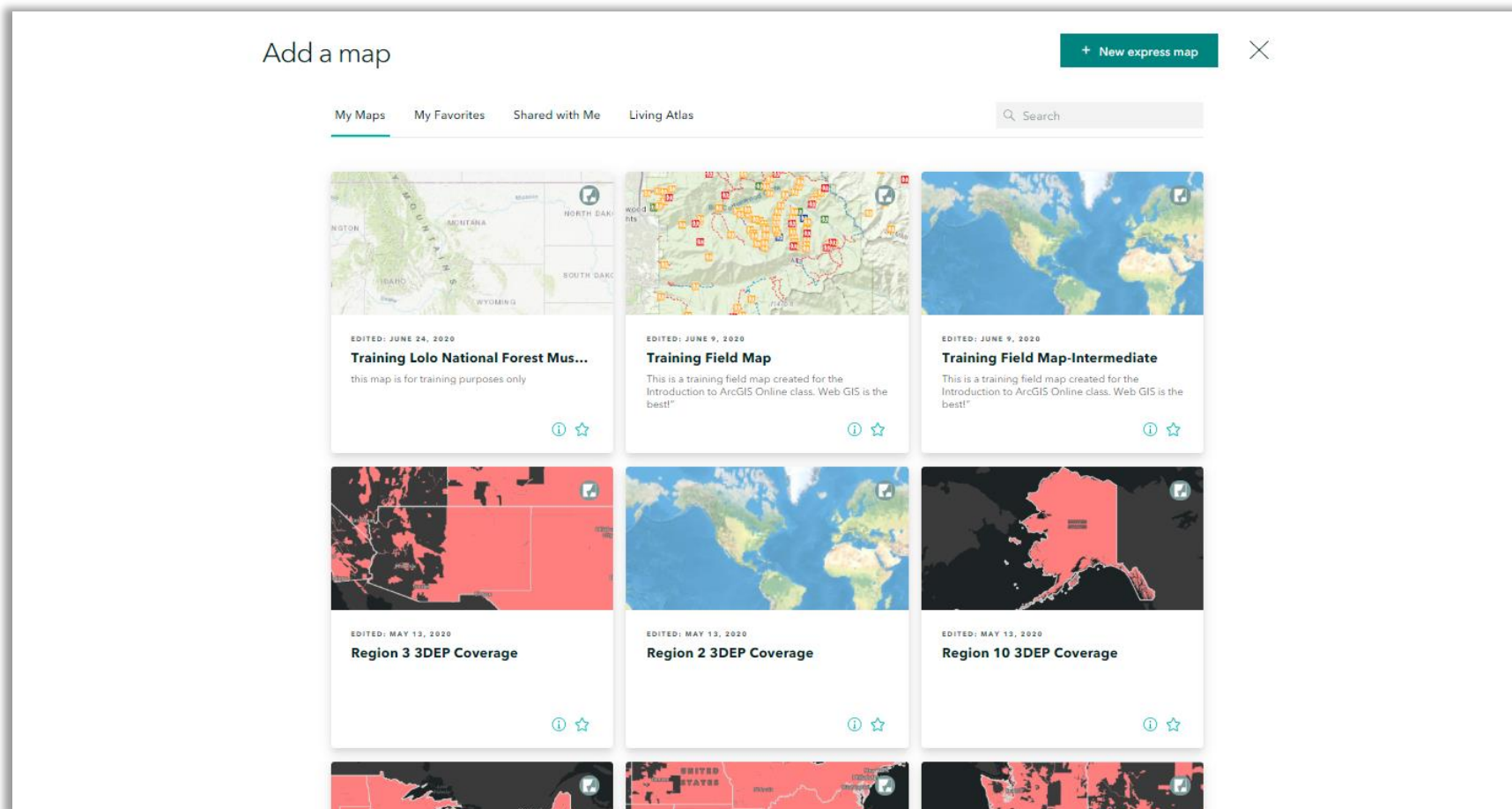


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Slide Show



Maps!





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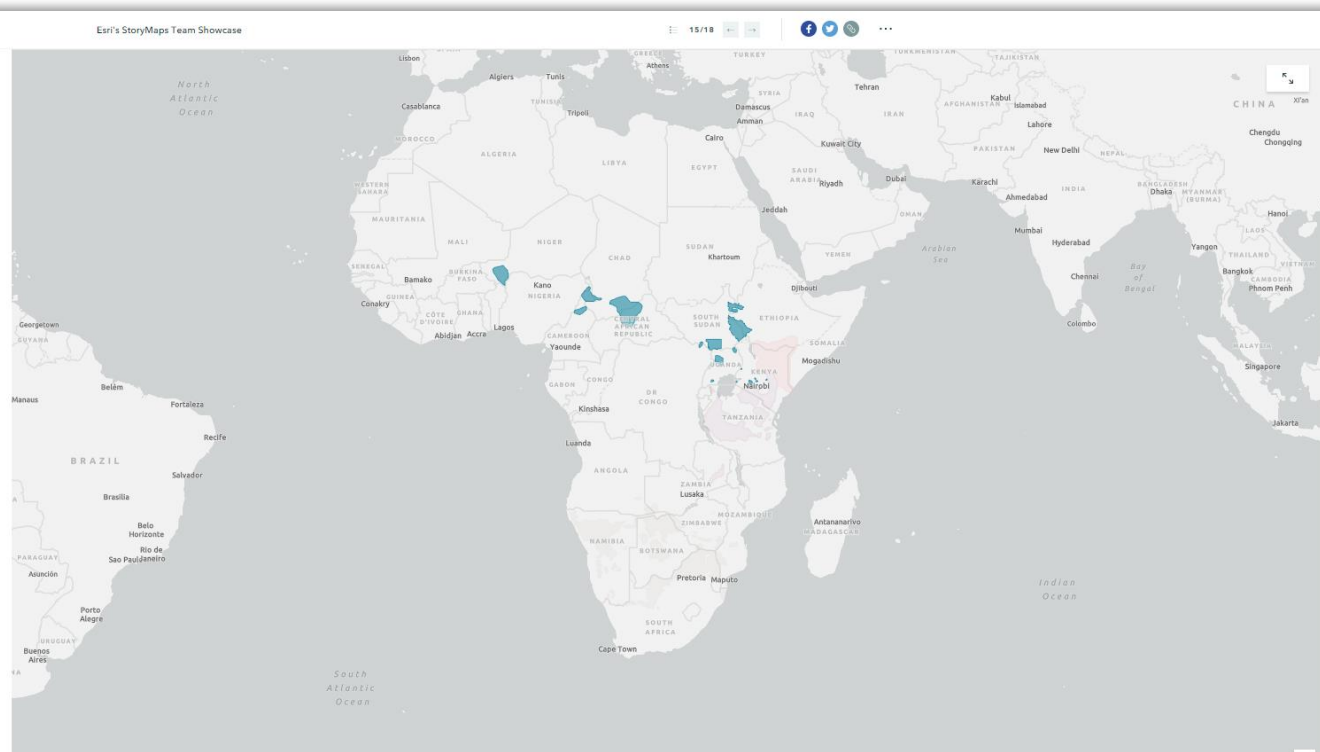
Large immersive maps

Northern giraffe (*C. camelopardalis*)

The northern giraffe species is divided into three subspecies: the West African giraffe, which is only found in Niger; the Nubian giraffe, with a range that spans parts of Ethiopia, Kenya, South Sudan, and Uganda; and the Kordofan giraffe, which inhabits pockets of Chad, Central African Republic, Cameroon, the Democratic Republic of Congo, and South Sudan.

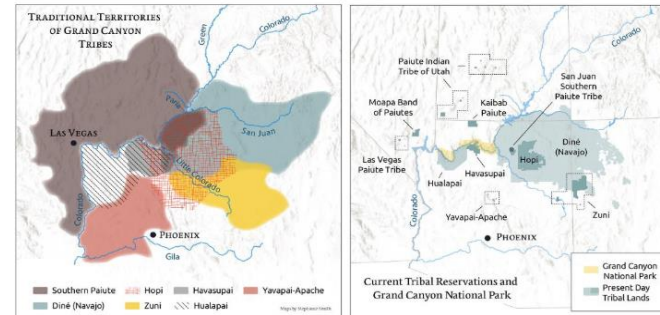


The distinctive mottling pattern of northern giraffes.





Static Maps



The Tribes' traditional territories reflect past archaeological and ethno-historic work. These areas rely on the best data to date but are provisional and have the inherent limitation of imposing lines on a fluid and evolving subject.

Maps from "[Not Yet America's Best Idea: Law, Inequality, and Grand Canyon National Park](#)" by Sarah Krakoff.

Today, 11 tribes maintain cultural connections to the Grand Canyon. Their stories stack up as high as the mile-deep canyon itself—stories of movement and migration, hardship and



The Zuni call their place of emergence Chimik'yana'kya dey'a. You might know it as Ribbon Falls, a beautiful 100-foot waterfall north of today's Phantom Ranch. Enote says that's where the Zuni people came to see the Sun Father for the first time, that from there, they explored all the tributaries of the Colorado River.

Some groups spread north, others east. But they ultimately came together again and settled in the Zuni Valley, on the banks of the Zuni River, which if you follow downstream, empties into the Grand Canyon.



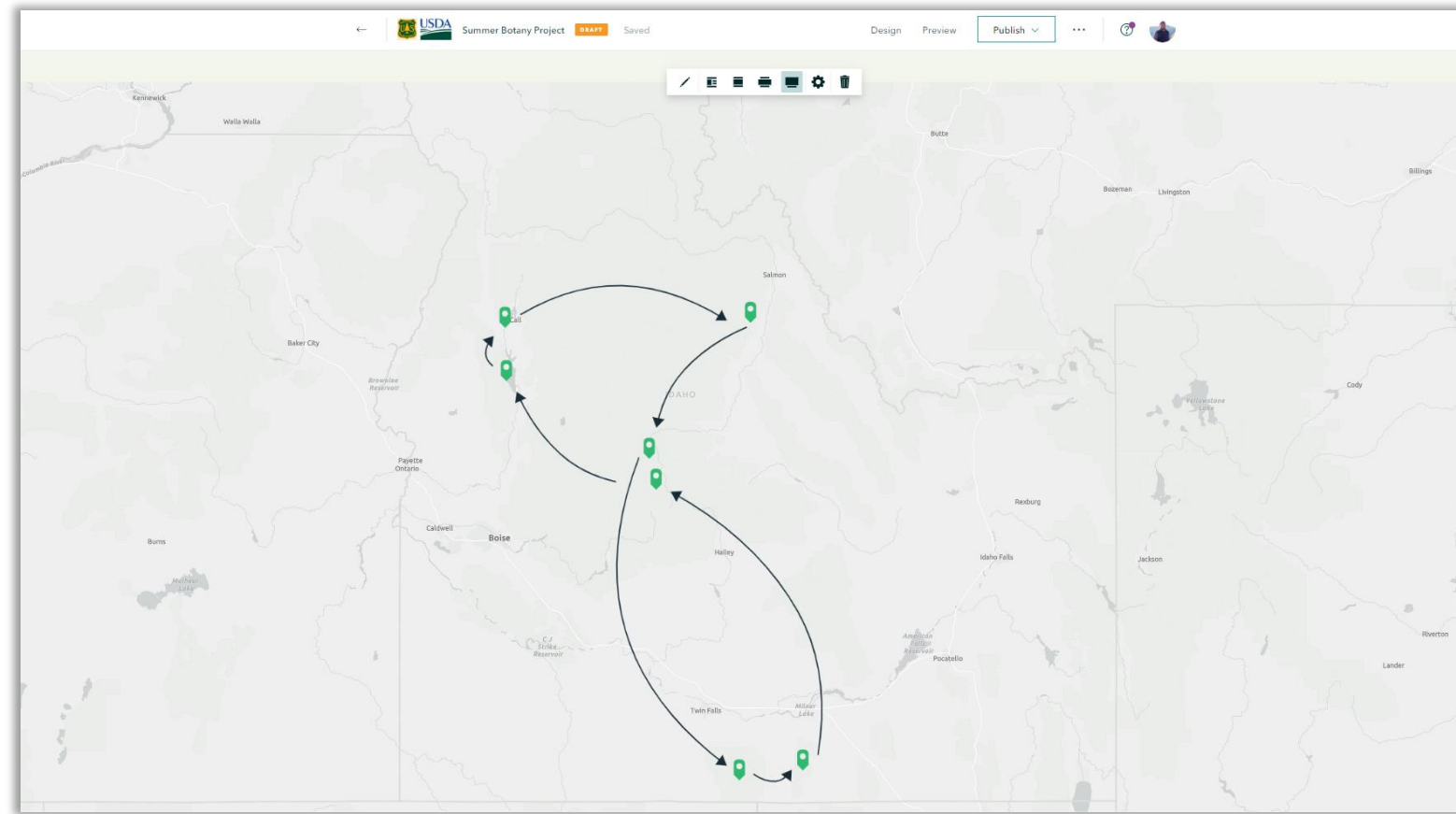
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Express Maps



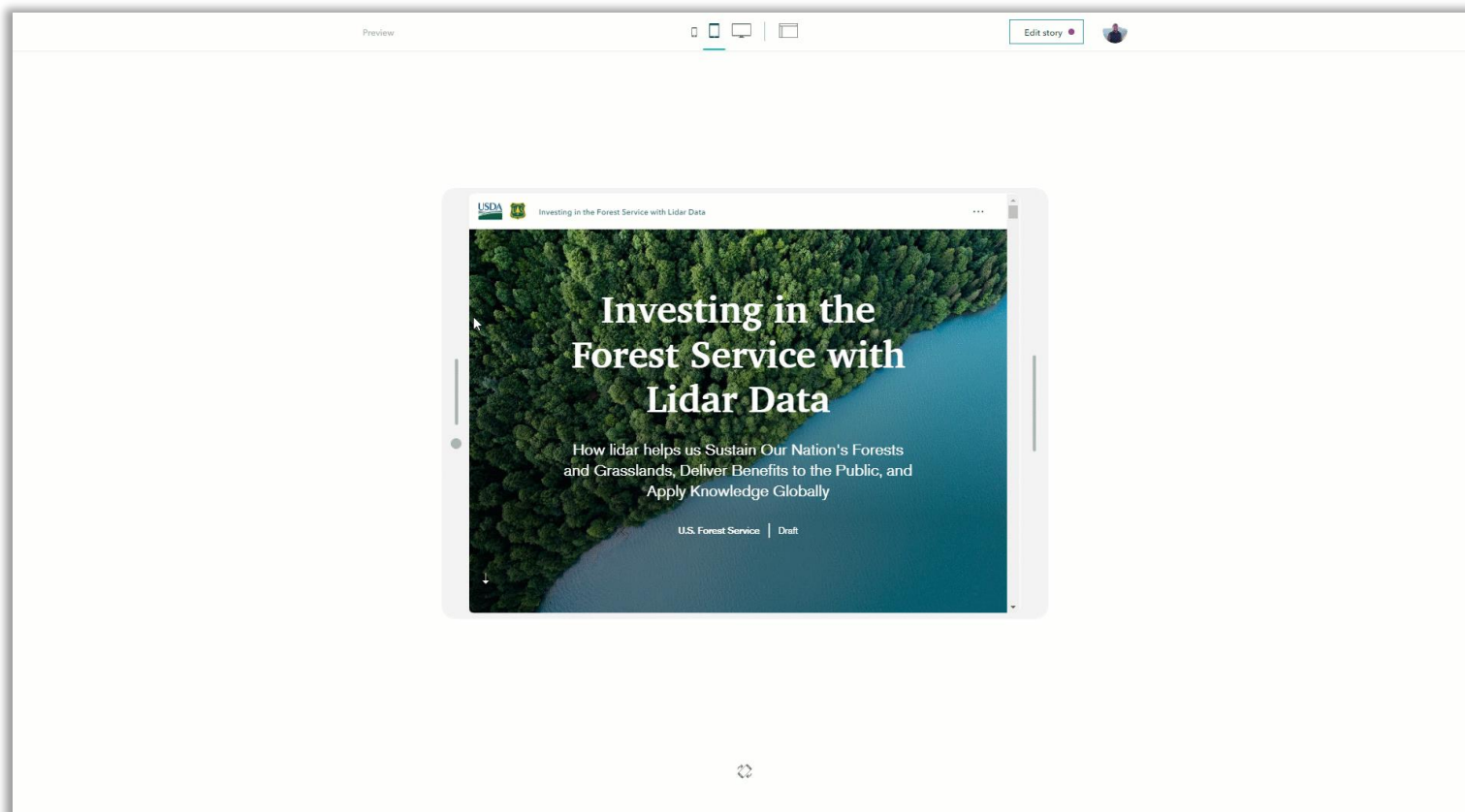


Express Map

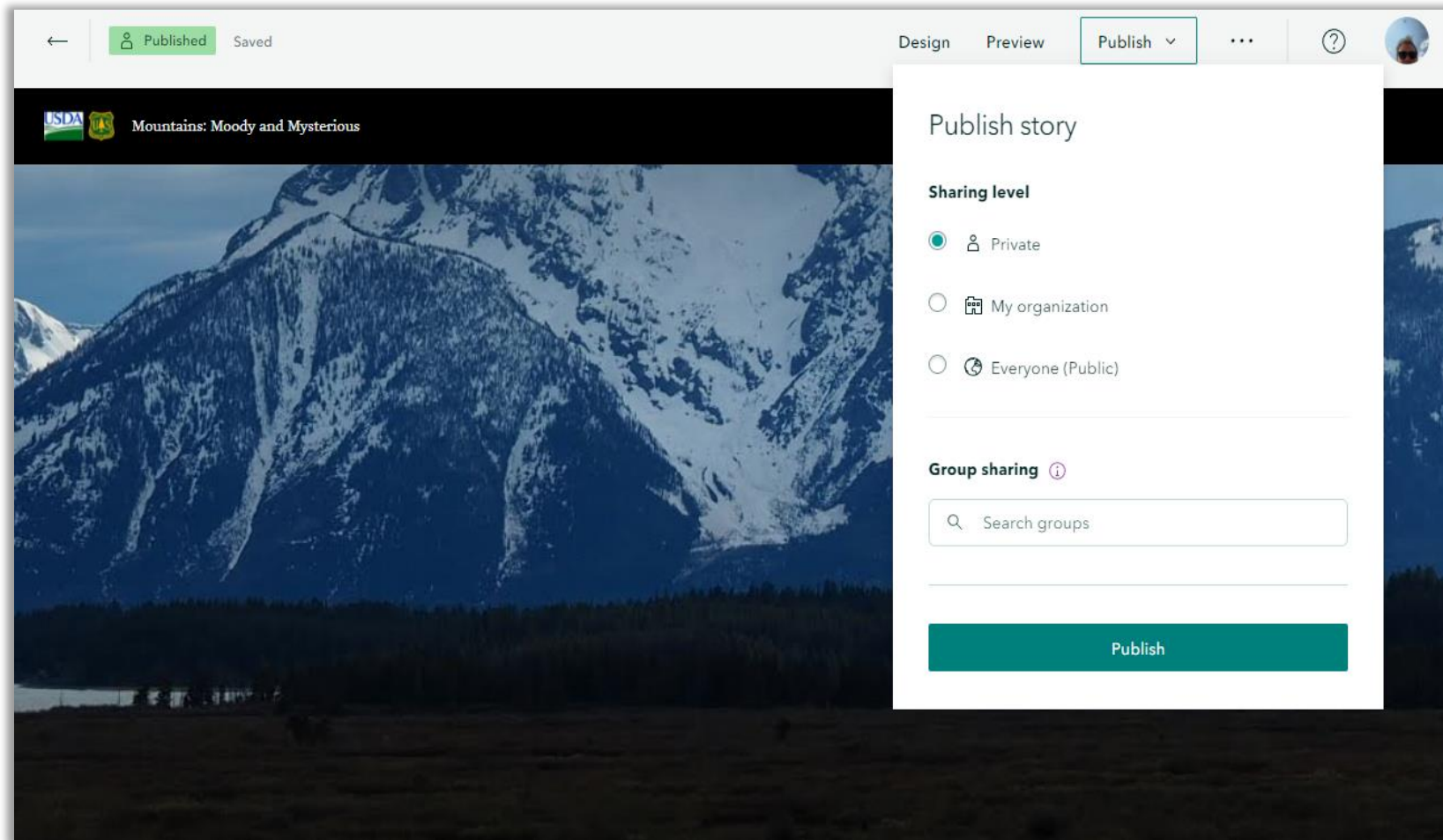




Preview



Sharing





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508 Compliance

- Navigation
- Accessible Colors & Font
- Alt Text
- [ESRI StoryMap Accessibility](#)

Image options



Display

Properties

Alternative text

Describe this image for screen readers and search engines. This text is shown to readers if the image can't be loaded.

Cancel

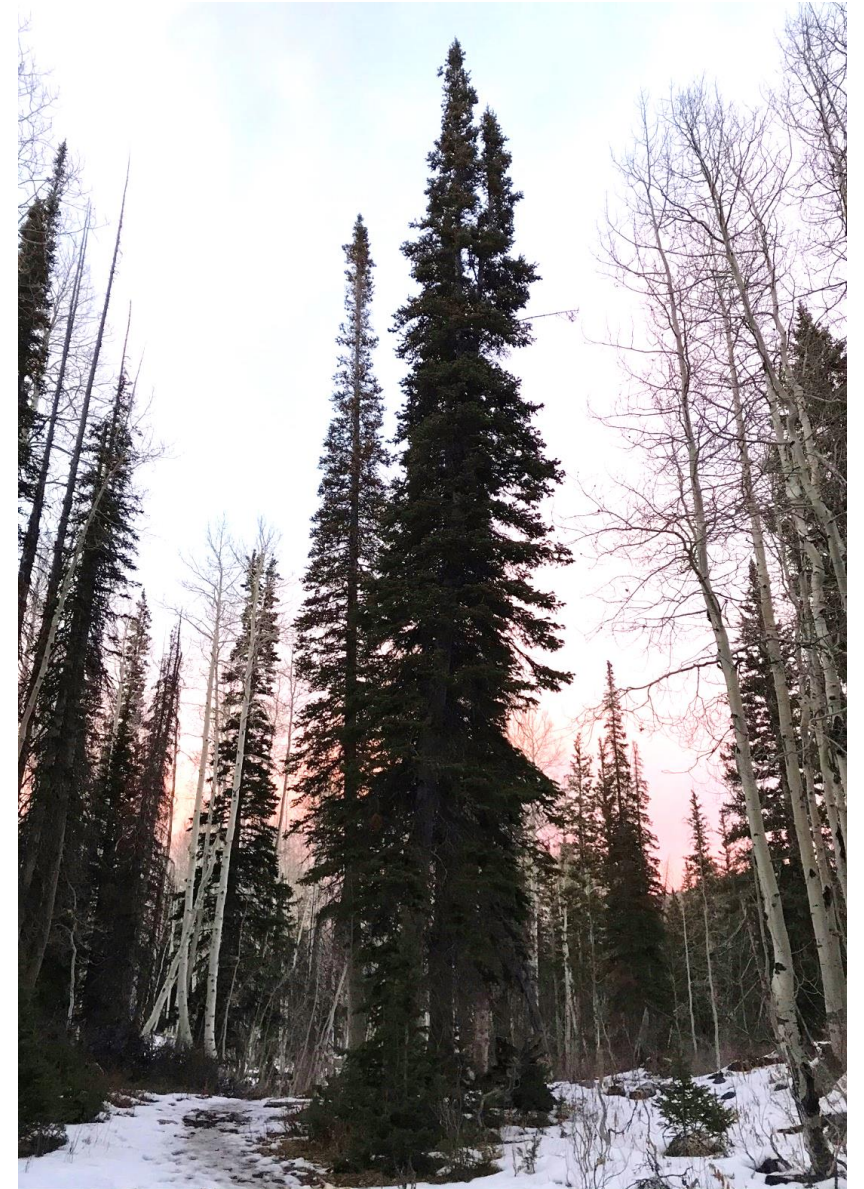
Save



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StoryMap Review

- Theme
- Content Blocks
- Immersive Content
- Add Maps
- Publish





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Demonstration

