



Communicating with Story Maps

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1. **Introduction, story map concepts**
2. **Exploring the story maps gallery**
3. **Selected CLUES to creating great story maps**
4. **Selected technical advice**
5. **Building a story map from a web map**
6. **Building a story map tour**
7. **Building a story map journal**
8. **Building a side accordion story map**
9. **Building a tabbed story map**
10. **Configurable App Method**
11. **Discussion**

1

Introduction and story map concepts

It's the story...

What are Story Maps?

Story Maps are simple web apps that combine interactive maps,



Story Maps are simple web apps that combine interactive maps, multimedia content,



Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences



Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.



Story Maps are hosted by Esri in the cloud. (But you can opt to host them yourself.)



Story Maps incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.



Story Maps work equally well on PCs, laptops, tablets, and smartphones.



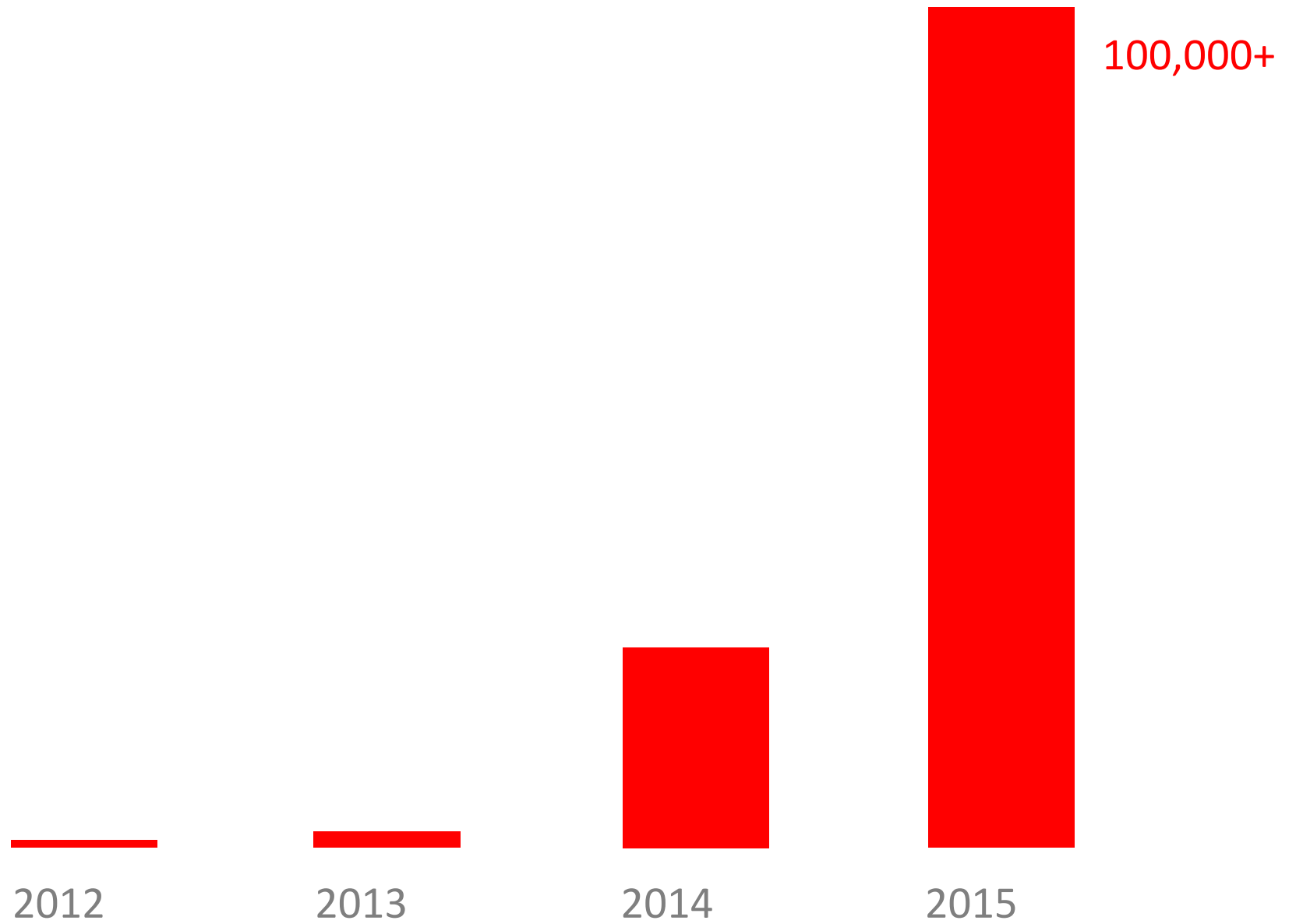
Story Maps are open source.
You're free to download and
customize them.



Story Maps include an array of apps that provide different ways of interacting with maps.



**Number of
story maps
created**



Why story maps?

- One of the huge advantages of Story Maps is the low entry barrier. You don't need to be a GIS specialist or a web developer to create a Story Map.

— Maps Mania Blog




Our apps

Sequential narratives

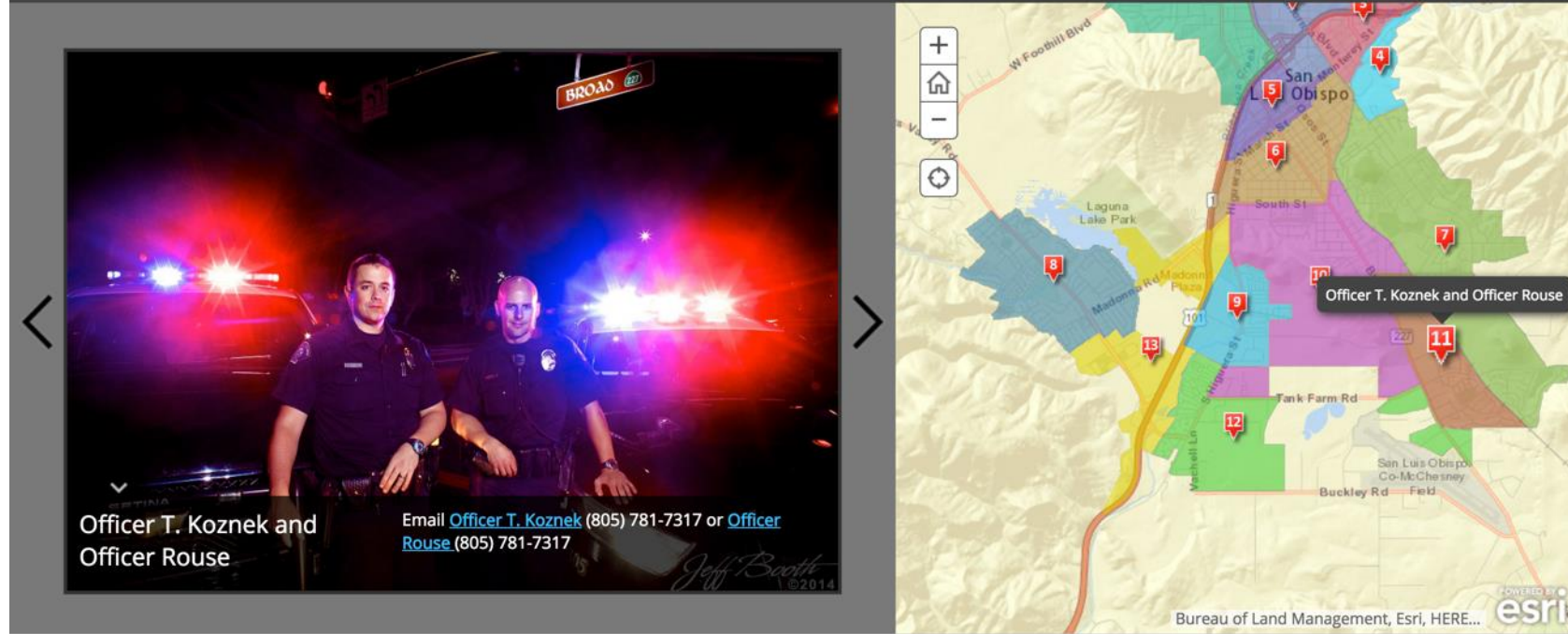
- Story Map Tour
- Story Map Journal

City of San Luis Obispo, Neighborhood Officers 2016

The 13 distinct neighborhoods each with a dedicated police officer assigned to address community livability issues and to quickly identify concerns, problems and crime trends specific to each area. [Read More About Neighborhood Outreach](#)


A SLO story map   

SLO GIS



Officer T. Koznek and Officer Rouse

Email [Officer T. Koznek](#) (805) 781-7317 or [Officer Rouse](#) (805) 781-7317

Bureau of Land Management, Esri, HERE... 

Officer Peterson and Officer Locarnini

Officer Alexander and Officer J. Koznek

Officer Lincoln and Officer Villanueva

Officer Diggons and Officer Lane

Officer Shalhoob and Officer Etherton

Officer T. Koznek and Officer Rouse

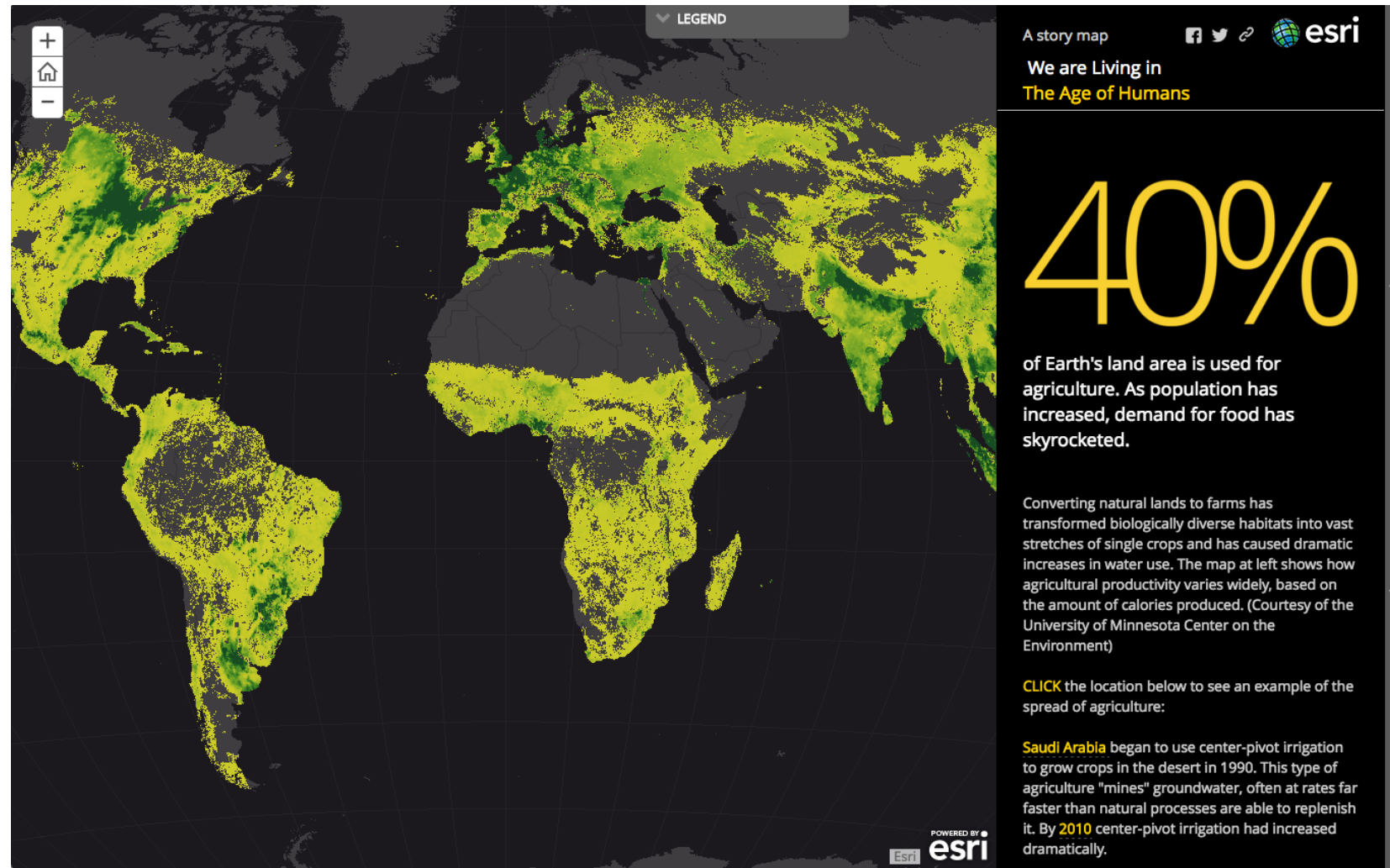
Officer Middleton and Officer Walsh





Officer Chastain and Stahnke

Our apps

Sequential narratives

- Story Map Tour
- Story Map Journal



A story map    

We are Living in The Age of Humans


40%

of Earth's land area is used for agriculture. As population has increased, demand for food has skyrocketed.

Converting natural lands to farms has transformed biologically diverse habitats into vast stretches of single crops and has caused dramatic increases in water use. The map at left shows how agricultural productivity varies widely, based on the amount of calories produced. (Courtesy of the University of Minnesota Center on the Environment)

CLICK the location below to see an example of the spread of agriculture:

Saudi Arabia began to use center-pivot irrigation to grow crops in the desert in 1990. This type of agriculture "mines" groundwater, often at rates far faster than natural processes are able to replenish it. By 2010 center-pivot irrigation had increased dramatically.

POWERED BY  **esri**

Our apps





Sequential narratives

- Story Map Tour
- Story Map Journal

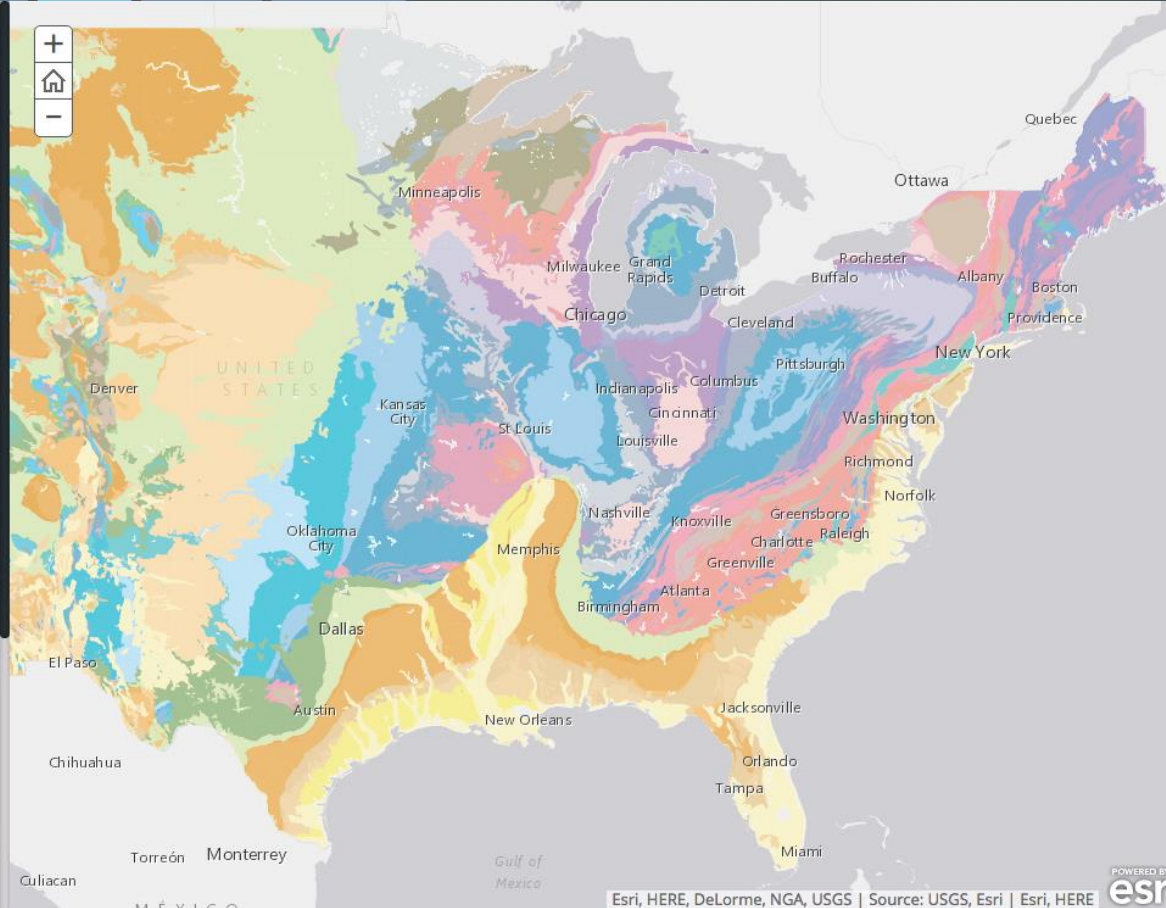
Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass


Exploring America's Natural Landscape

A story map    

Geology | A Rich Natural Heritage | Land & Ecology | Landforms | Forest Type | Fire Potential




Geology



The geologic units in this map depict formations at or near the surface. The extensive glacial deposits of the continental interior and Canadian shield are not shown.

Click on the map for information about geologic units. The chart below provides a guide to some of the terminology used on the map.

Eon	Era	Period	Epoch	Millions of Years Ago
Phanerozoic	Cenozoic	Quaternary	Holocene	1.6
			Pleistocene	1.6
		Tertiary	Pliocene	66
			Miocene	66
			Oligocene	138
			Eocene	138
	Cretaceous	Late	205	
		Early	205	
	Mesozoic	Jurassic	Late	240
			Early	240
Triassic	Late	250		
	Early	250		
Permian	Late	250		
	Early	250		

Esri, HERE, DeLorme, NGA, USGS | Source: USGS, Esri | Esri, HERE 

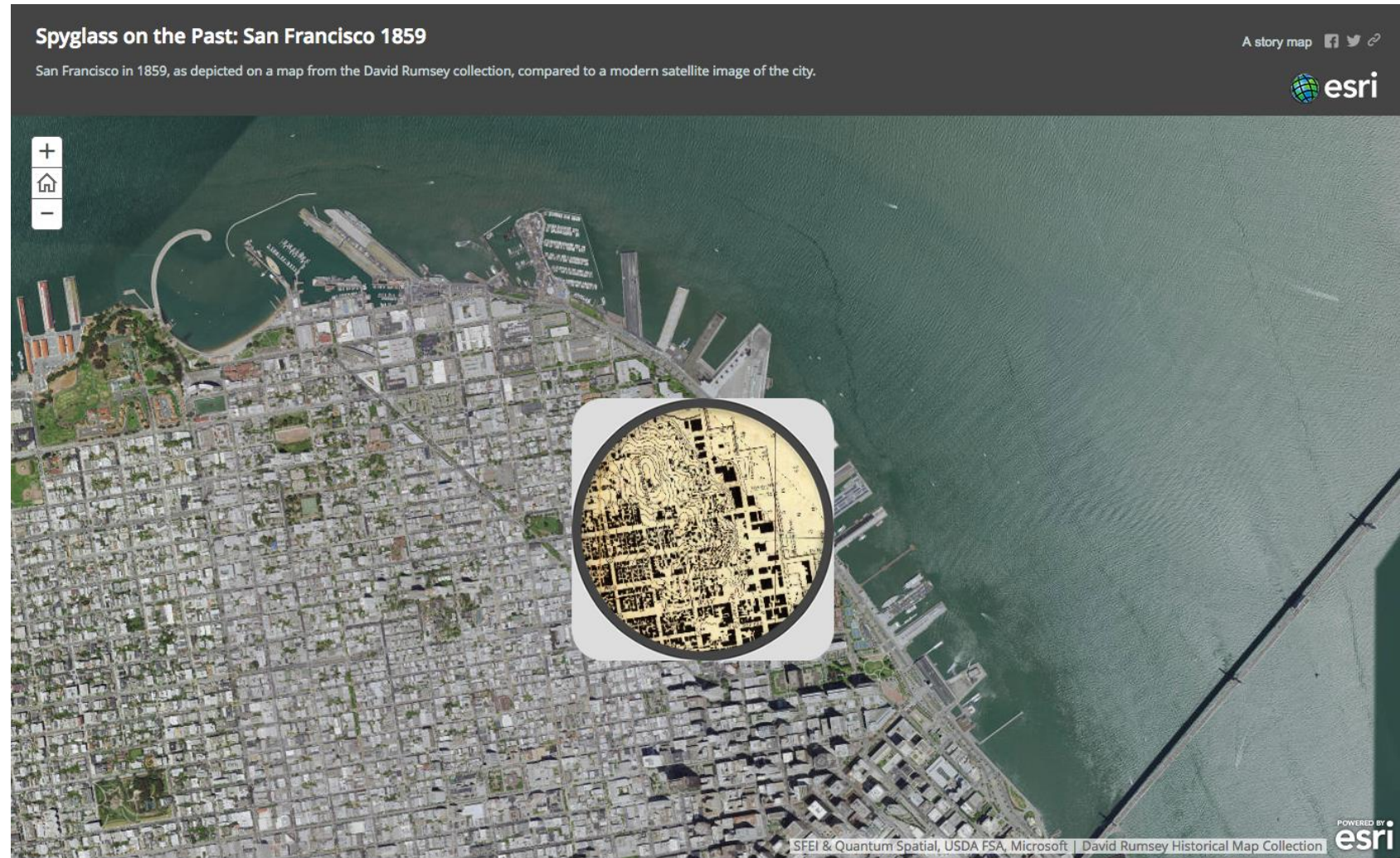
Our apps

Sequential narratives

- Story Map Tour
- Story Map Journal

Comparing maps

- Story Map Series
- **Story Map Swipe/Spyglass**



Our apps

Sequential narratives

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- Story Map Journal

Comparing maps







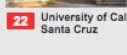

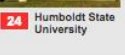






- Story Map Series
- Story Map Swipe/Spyglass

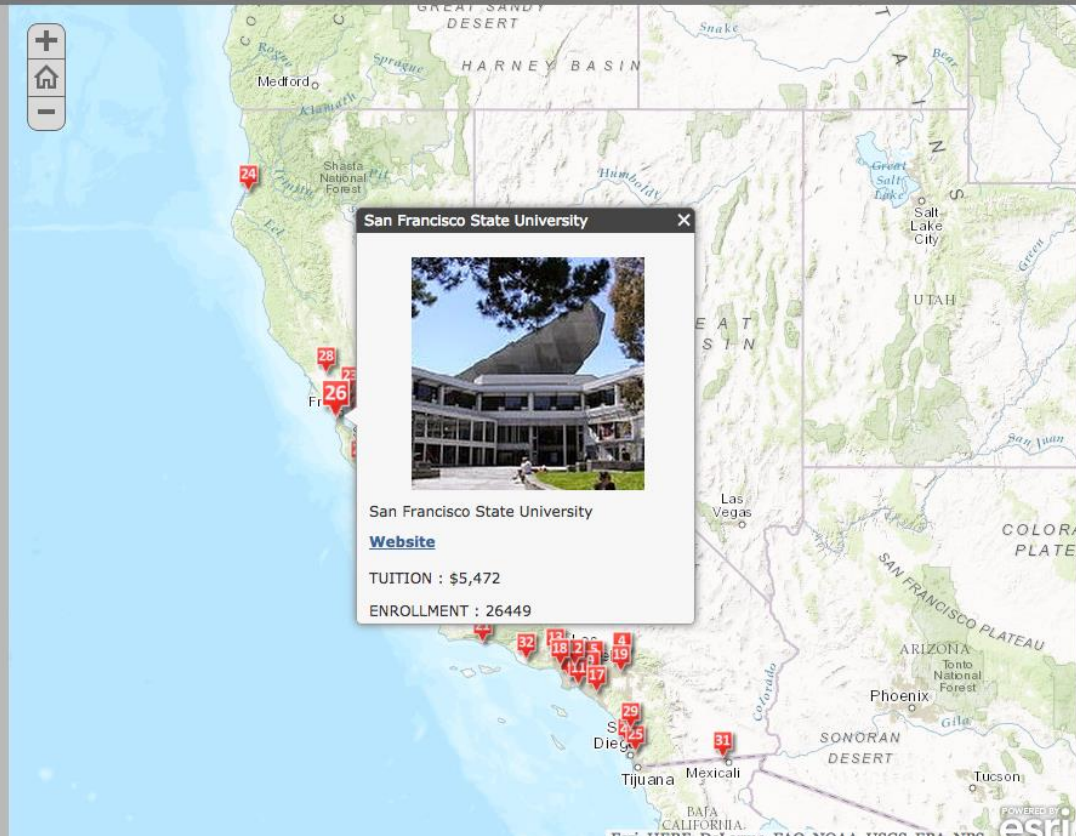
Points of Interest

- Story Map Shortlist

CA Colleges and Universities
4 year public and private universities, and 2 year public colleges in CA.
-created by **California Geographic Alliance**

Public 2 Year Public 4 Year Private 4 Year

 19 University of California-Riverside	 20 University of California-San Diego	 21 University of California-Santa Barbara
 22 University of California-Santa Cruz	 23 California Maritime Academy	 24 Humboldt State University
 25 San Diego State University	 26 San Francisco State University	 27 San Jose State University
 28 Sonoma State University	 29 California State University-San Marcos	 30 California State University-Monterey Bay
 31 San Diego State University-Imperial Valley Campus	 32 California State University-Channel Islands	 33 University of California-Merced



San Francisco State University
Website
TUITION : \$5,472
ENROLLMENT : 26449

Esri, HERE, DeLorme, FAO, NOAA, USGS, EPA, NPS

Our apps

Sequential narratives

- Story Map Tour
- Story Map Journal

Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass

Points of Interest

- Story Map Shortlist

Just arrived!

- **Cascade**, Crowdsourcing

The screenshot shows an Esri Story Map titled "The Uprooted". The main visual is a map of Europe and the Middle East with purple arrows indicating migration routes from Syria through Turkey, Greece, and Hungary towards Western Europe. A text box on the map reads: "When the Syrian Civil War erupted in 2011, hundreds of thousands of Syrian civilians joined a procession of hopeful migrants and refugees from South Asia, the Middle East, and North Africa, all seeking new lives in Europe. The sheer number of Syrian refugees quickly inundated overland routes, straining the resources of transit countries, including economically imperiled Greece." Below the text is a photo of a large crowd of refugees at a border crossing, with a caption: "Refugees crowd a border crossing between Serbia and Croatia. © UNHCR/Rafal Kostrzynski". The top navigation bar includes links for "Introduction", "Syria", "Zaatari Camp", "Exodus", "How You Can Help", and "A Story Map".

Our apps

Sequential narratives

- Story Map Tour
- Story Map Journal

Comparing maps

- Story Map Series
- Story Map Swipe/Spyglass

Points of Interest

Story Map Shortlist

Just arrived!

- Cascade, **Crowdsourcing**

esri Putting Women in Tech on the Map

Sign In

- Sign in with ArcGIS
- Sign in with Facebook
- Sign in with Google
- Sign in with Twitter

Continue as Guest

Signing in with ArcGIS, Facebook, Google, or Twitter will enable you to edit or delete your share after you've submitted it*.

If you sign in as a guest, you may not be able to edit or delete your photo or text once you've submitted them.

* When you log in with ArcGIS, Facebook, Google, or Twitter, this application requests the minimum amount of information required by each service. This may include access to your profile, friends list, timeline, or offline access. The only data this application will store is your Facebook ID, Twitter ID, or Google+ ID respectively in order to identify you when you return to add new post, or edit and delete an existing post.

Leaflet | Esri, NAVTEQ, DeLorme, **esri**

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2

Exploring the Story Maps gallery

An online interactive library.

Story Maps Gallery

storymaps.arcgis.com/gallery

Browse by:

- App Type
- Subject
- Format
- Author

Activity

Spend 4 minutes to find a story map that is interesting and/or one that you might be able to use in your own instruction or research.

Be prepared to share with the class.

Examples of **communicating with maps**

Why GIS In Education? Joseph's ArcGIS Online presentation :

<http://www.arcgis.com/apps/presentation/index.html?webmap=6e06d858c1ea4888859c03494c9df6ad>

Converging Forces in GIS In Education: Joseph's Story Map:

<http://denverro.maps.arcgis.com/apps/MapJournal/?appid=b55fb50a2cef41b8908baa4c376088b8>

Presentation or Story Map? Each has advantages.

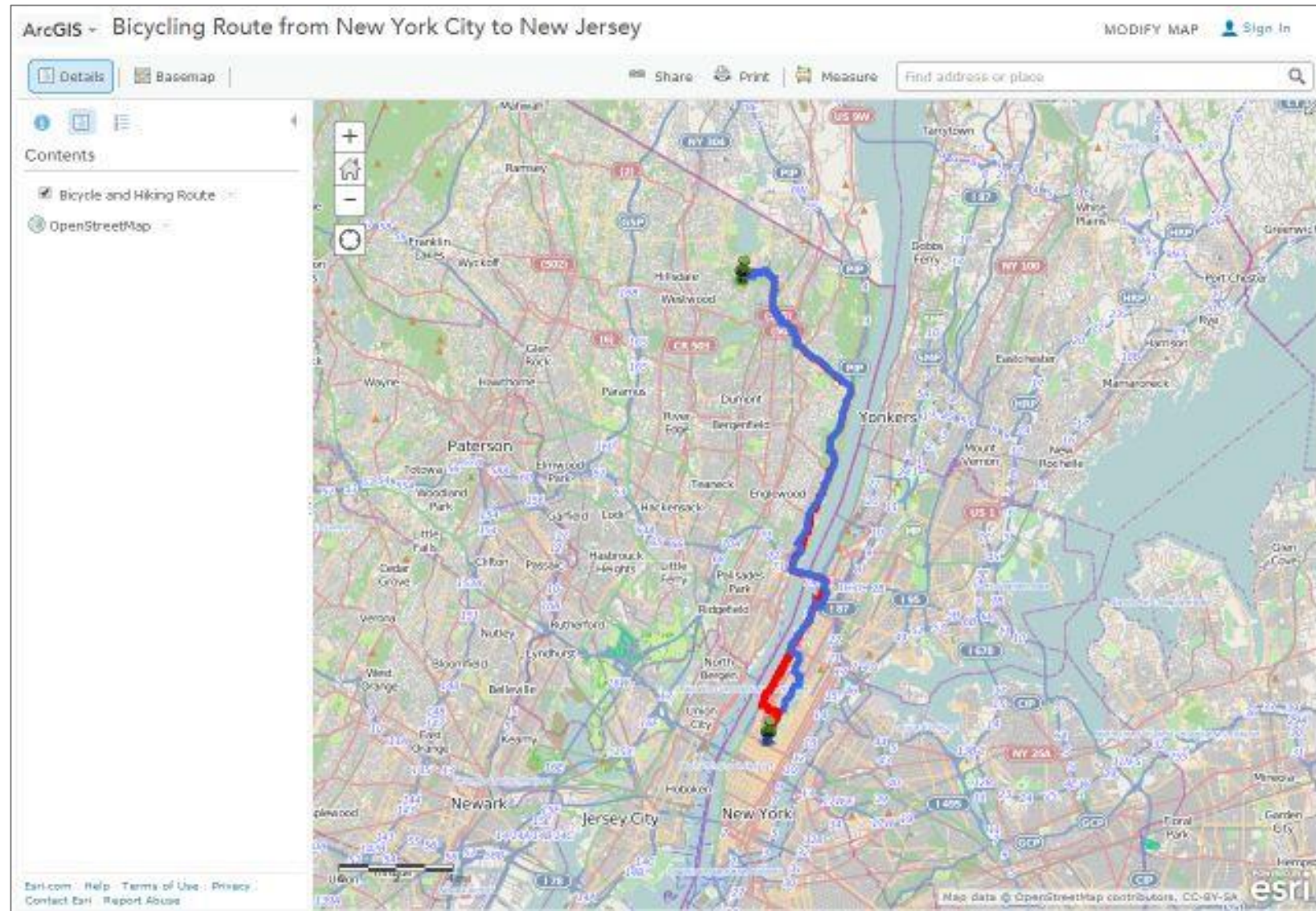
Advantages of story maps **in education and beyond.**

- Engaging, rich way to teach content
- Foster tech skills: GIS, multimedia, data.
- Foster critical and spatial thinking
- Foster skills in organization and permissions
- Provide good ways to assess student or colleagues' work.
- Support research and communications

Maps vs. Applications: **Maps**

A web **map** is stored in the ArcGIS Online cloud and contains the full interface and set of tools with which the map users can interact.

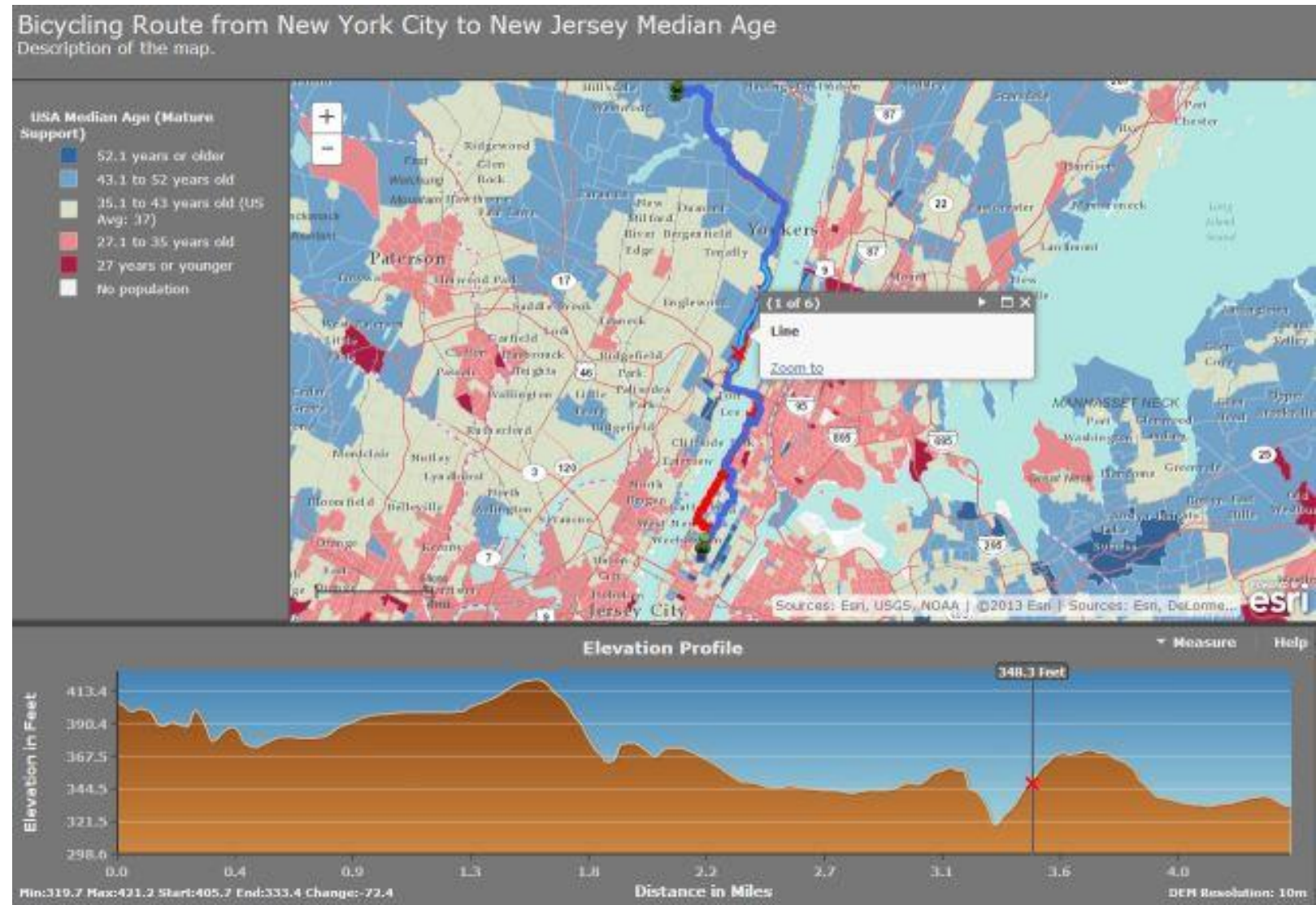
At right is a [web map](#) for a bicycling route I took from New York City to New Jersey following the AAG annual meeting.



Maps vs. Applications: **Applications**

A web mapping **application** is stored in the ArcGIS Online cloud as well, but contains a specialized or reduced set of tools for the map user to interact with.

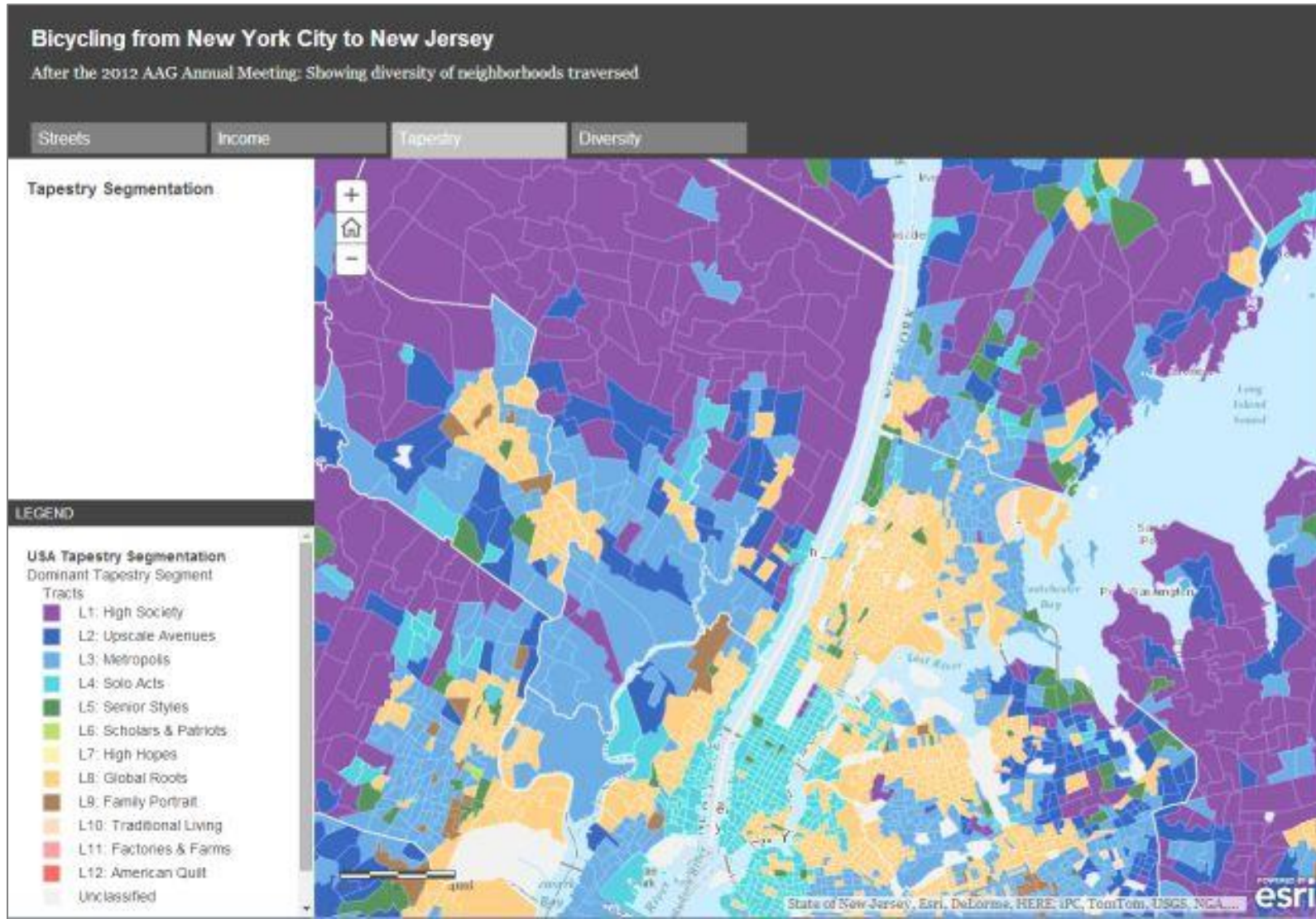
At right is a web mapping [application](#) for the same bicycling route I took from New York City to New Jersey.



Maps vs. Applications: **Story Maps are applications!**

A story map is a type of mapping **application** that is stored in the ArcGIS Online cloud, and has a specific set of tabs, text, photographs, video, and audio capabilities presented to the map user.

At right is a web [story map application](#) for the same bicycling route I took from New York City to New Jersey.



Selected examples: **Story Maps for education**

BioBlitz 2015 Hawai'i Volcanoes:

<http://story.maps.arcgis.com/apps/MapJournal/?appid=45867f2ae46e4587afb8e7c7b343b9b8>

Anchorage Urban Bears

<http://www.adfg.alaska.gov/index.cfm%3Fadfg%3Dlivingwithbears.anchorageurbanbearsstorymap>

Lakota Language Story Map:

<http://denverro.maps.arcgis.com/apps/MapTour/?appid=60ac74d36ae34ce181e88fbbeeb56831>

Esri Young Scholars:

<http://denverro.maps.arcgis.com/apps/MapTour/index.html?appid=a383612f79354488929beabcd266cd77>

International Perspectives on Teaching and Learning with GIS in Secondary Schools:

<http://denverro.maps.arcgis.com/apps/MapTour/?appid=5f86647b1e8e491aadaece6345927f2a>

Atlas for a Changing Planet:

<http://storymaps.esri.com/stories/2015/atlas-for-a-changing-planet/>

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Selected clues for making Great Story Maps

Thanks to my colleague Allen Carroll for the CLUES structure.

Connect with your audience

Lure people in

User experience supports the story

Easy-to-read maps

Strive for simplicity

CLUES

Connect with your audience



Think of your mom

Step back and explain things

Avoid using jargon

Be informal but respectful

CLUES

Lure
people in



esri

A story map [f](#) [t](#) [e](#)

On the Brink: The Sixth Great Extinction

Five mass extinctions, all of them brought about by natural cataclysms, have occurred during Earth's four-and-a-half billion year history.

We're now witnessing a sixth extinction, this one due to the impact of a single, dominant species: humans. The animals and plants shown here are a sampling of the thousands across the globe that have either been lost, imperiled, or, in a few cases, brought back from the brink of oblivion by urgent conservation efforts.

BY THE ESRI STORY MAPS TEAM

Start your story with a bang

Use titles that are active, descriptive

CLUES

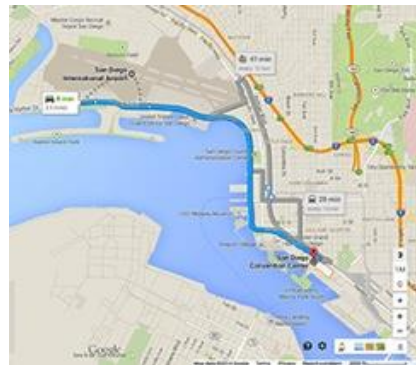
User experience supports the story

Maps serve lots of purposes...

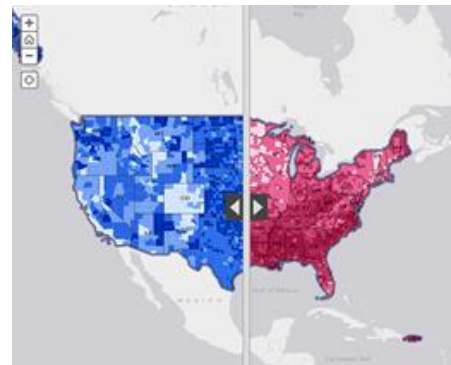
Locate



Navigate



Compare



Narrate



Show change



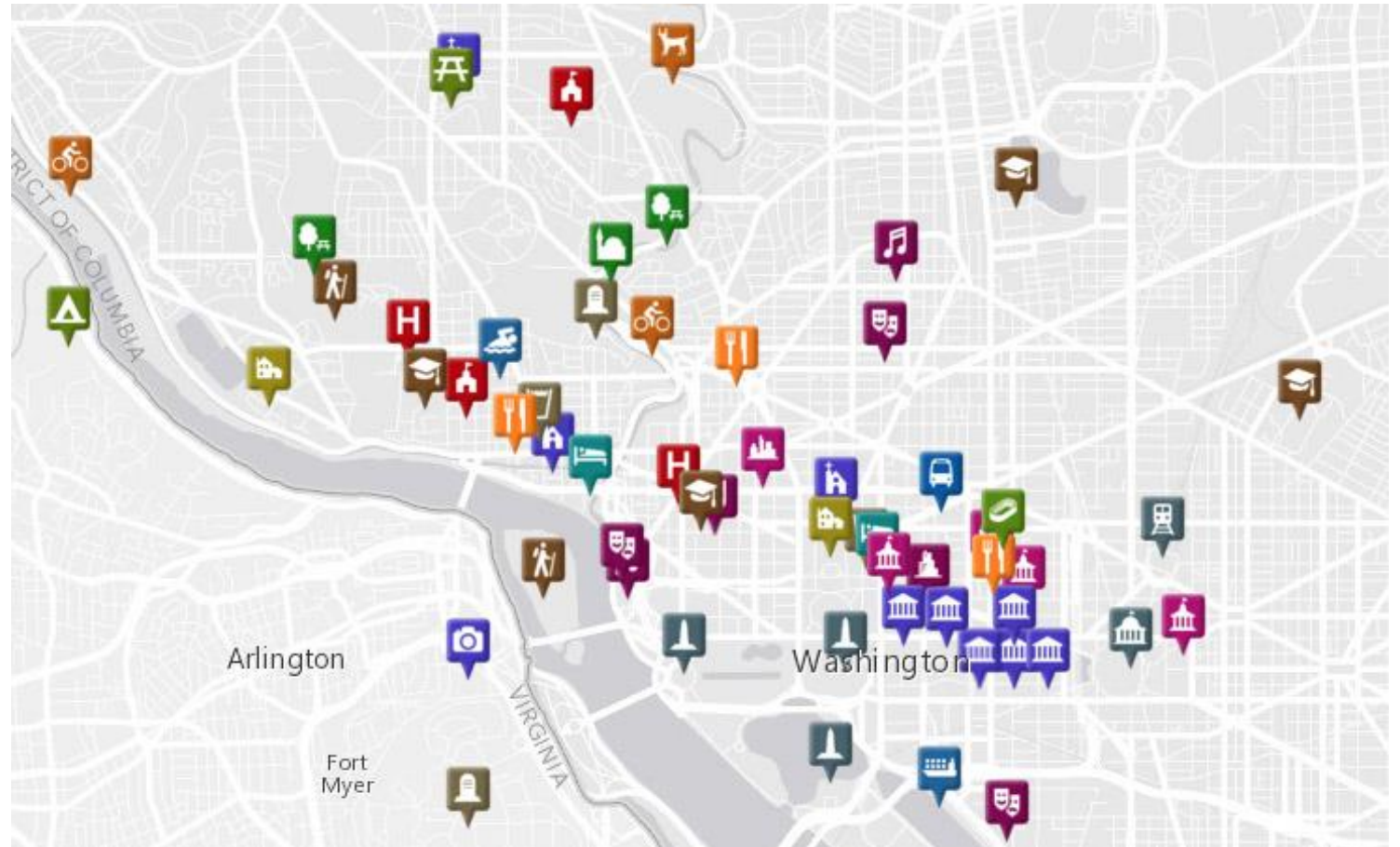
Choose the app that matches your intentions.

You cannot change the application type midway through the workflow, so plan ahead.

CLUES

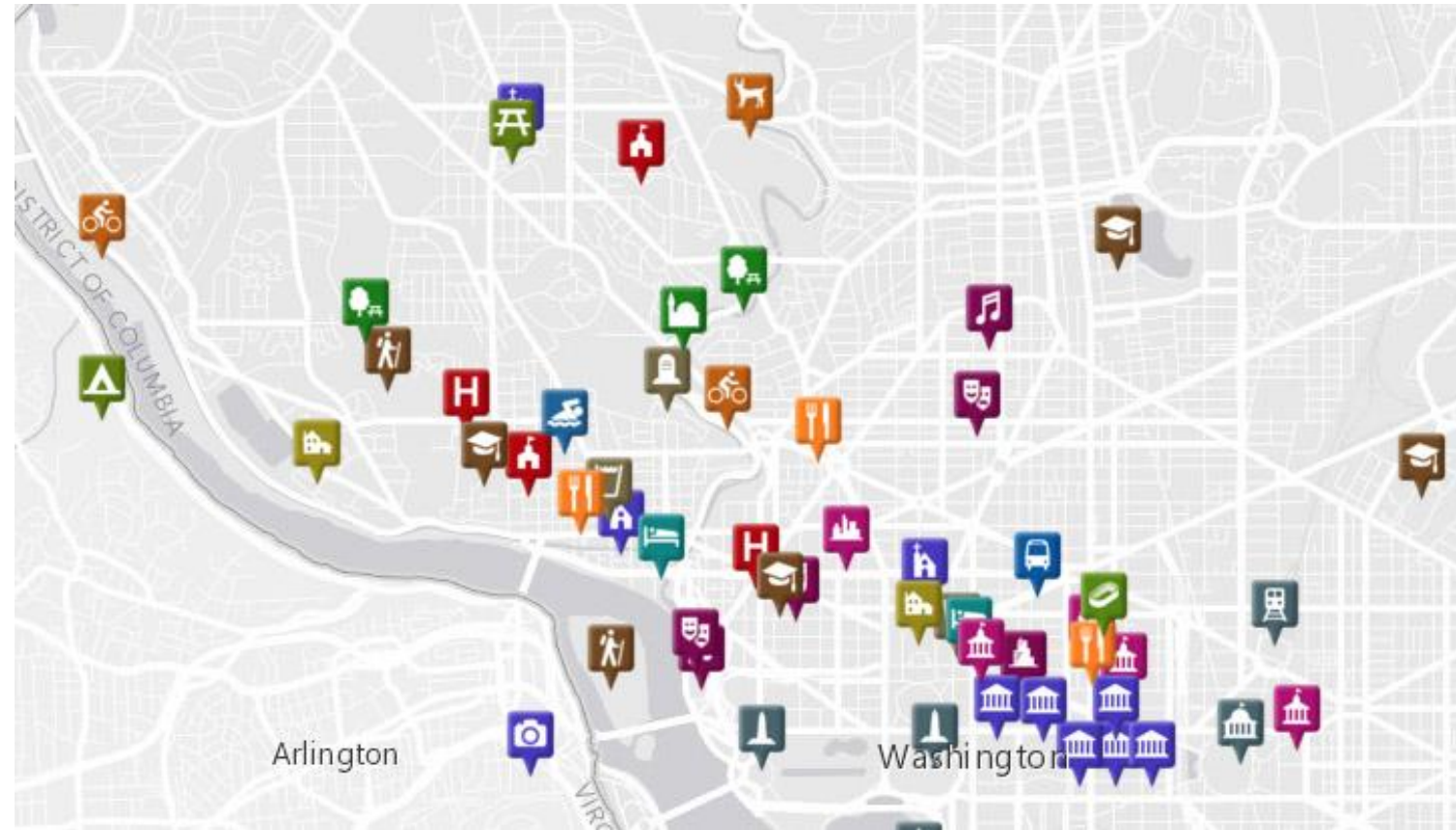
Easy-to-read maps

Base map as context—not competition



CLUES

Easy-to-read maps

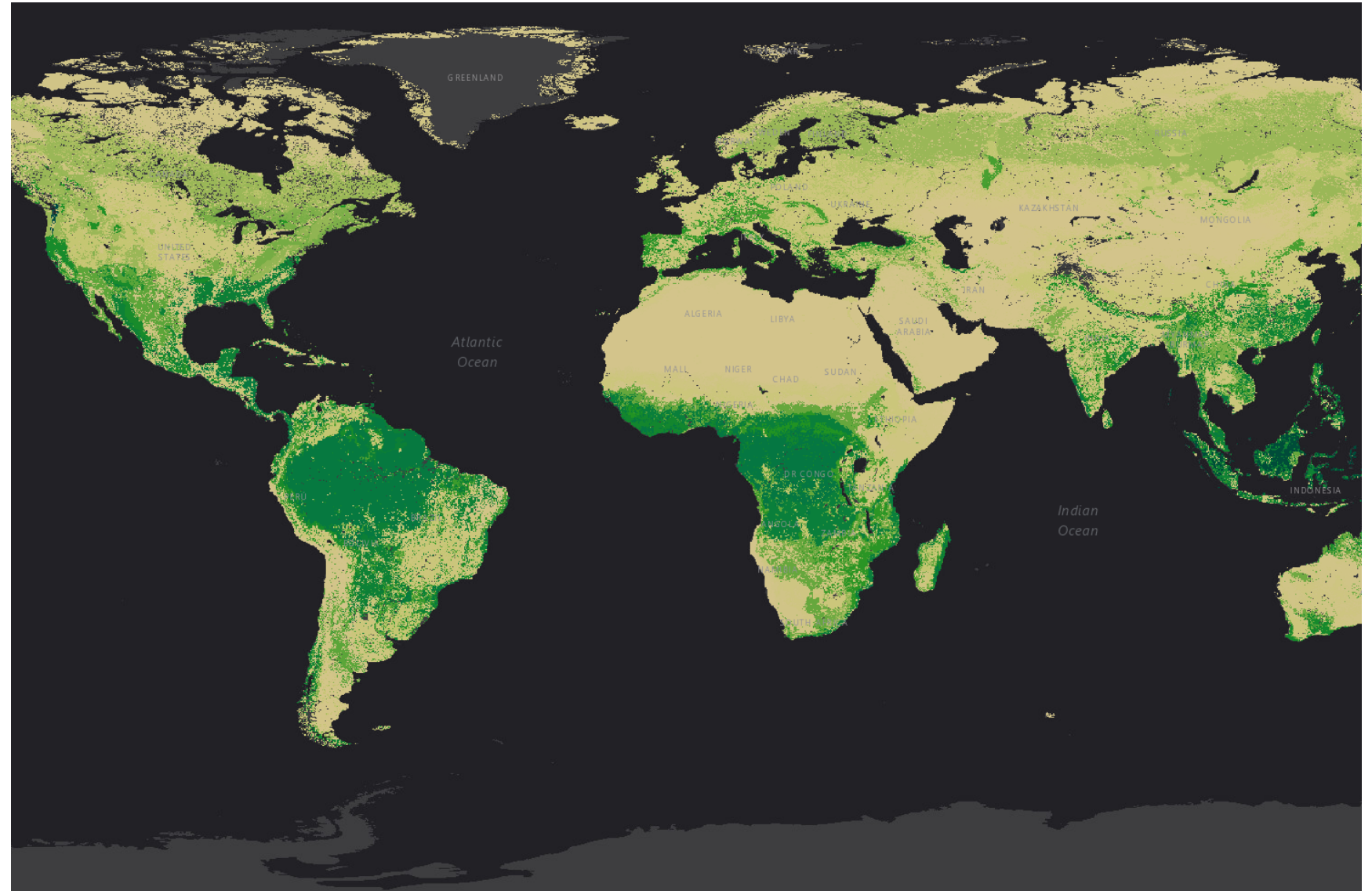


Avoid visually complex symbols and icons

CLUES

Easy-to-read maps

A map for storytelling is very different from a map for analysis




CLUES

Strive for simplicity

ZooBabies

Smithsonian's National Zoo in Washington, DC is home to babies of several species this spring. Not all of these young animals are cuddly balls of fur, but each is adorable in its own way.

A story map [f](#) [t](#) [%](#)




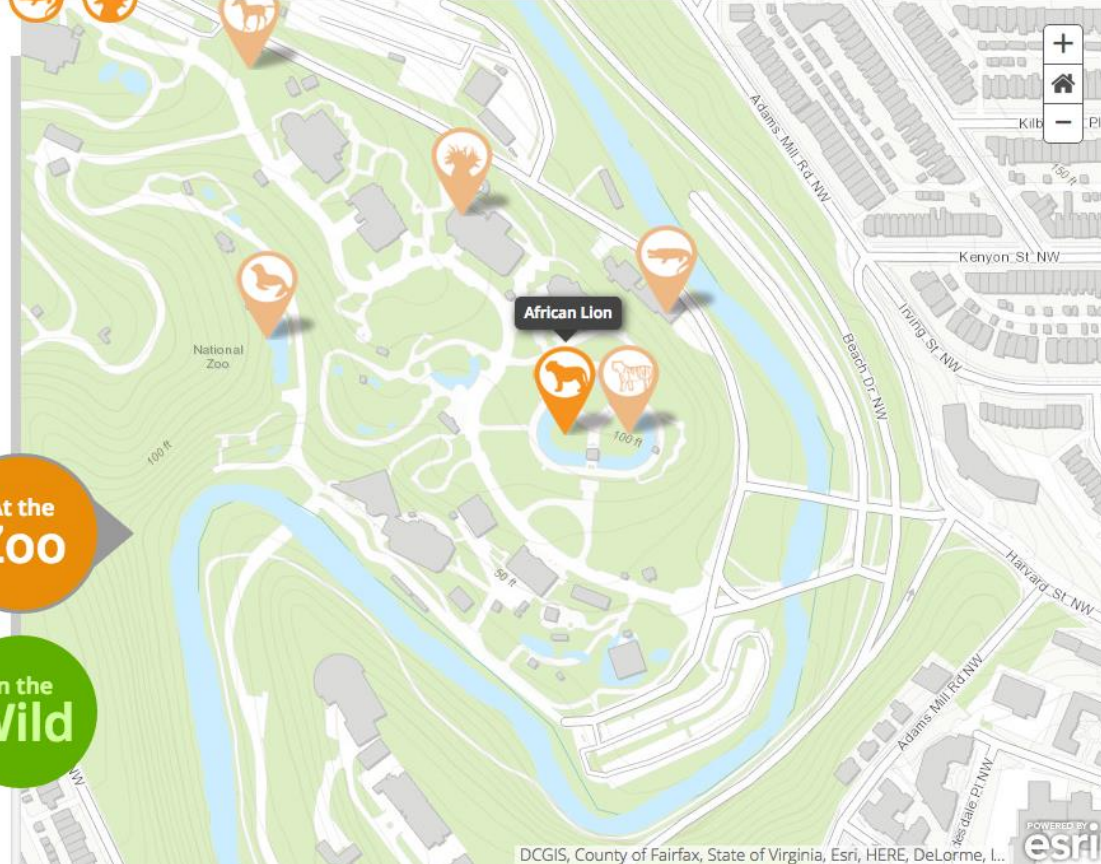


Photo by: Karen Abbott, Smithsonian's National Zoo

African Lion

Birthday: Jan. 24, 2014 and March 2, 2014


The National Zoo's 10-year-old lioness Naba gave birth to **three cubs**, two survived and one stillborn, on January 24, 2014. Then on March 4, Naba's sister, 9-year old lioness, Shera, gave birth to four cubs. Each mom bonds with their cubs for several weeks before they meet their dad—an effort to regulate the time it takes for a lioness to introduce



At the Zoo

In the Wild

DCGIS, County of Fairfax, State of Virginia, Esri, HERE, DeLorme, L...

POWERED BY 

CLUES
Strive for
simplicity
...and
brevity

Edit! Shorten! Reduce! Distill! Simplify!

Digital media =
ADHD media



“Not that the story need be long, but it will
take a long while to make it short.”

— *Henry David Thoreau, Letters to Various Persons*

“If I would have had more time, I would
have written you a shorter letter.”

— *Mark Twain*

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Selected technical advice

Examine the following maps:

University of Nevada Reno Walker Basin's Climate:

<https://d1m.maps.arcgis.com/apps/MapJournal/index.html?appid=d01e89bbfd954115a7831d59ba1619db>

Cayuga Lake Osprey Trail:

<http://fl1t.maps.arcgis.com/apps/MapJournal/index.html?appid=d094a9feef9459c87504142f5c607d3>

Items of Note

1. Neither of these stories tells the reader where these places are located (state, region). The Walker Basin story has an overview map which sort of works if you can tell from the shape that it is Nevada and if you scroll down to it.

Perhaps these storymaps were created to be linked to from a web page about that place, or as part of study where the place location is established. But think about this as you create your maps.

2. Authors are often replacing the generic 'A Story Map' text in the header of their Story Map Journal with the title of their story. It doesn't look bad when you first open the Map Journal:

Walker Basin's Climate: Past, Present and Future



Walker Basin's Climate: Past, Present and Future

This clutters the header once users have started to progress through the story:

Don't modify 'A Story Map' text in the header, because it links through to the Story Maps website and is good for promoting your map.

Walker Basin's Climate: Past, Present and Future

Walker Basin's Climate: Past, Present and Future

3. Pay attention to image size! Authors are using huge images in their stories which slow down the load time. Examples: Picture of the osprey in the home section takes ages to load; so does the home image in Walker Basin. Flickr, Twitter, FB, etc. you can upload any image and those systems handle and optimize them.

Currently if you specify their image via a direct URL, such as <https://s3.amazonaws.com/ospreytrail/COVER2fishing+os+blodgett.jpg> for the opening osprey pic, it will be used as-is, and thus will be slow to load.

Storymaps may be able to support automatic compression on the fly in the future in ArcGIS Online. For best results, place images into Flickr, and then add them into their story maps via Flickr. For example if that is done with the Osprey picture it improves the load time, and automatically gives a much smaller image size that still looks good if the end-user clicks the button to expand the image.

4. Curation for your site: Check URLs, images, and so on: Use the “My Stories” zone!
5. Use folders in ArcGIS Online and in multimedia web sites to keep things organized.
6. Keep TABS on TABS in your web browser, including (1) in which tabs you are logged in, and (2) careful use of the “Back” button.

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5

Building a story map from a web map

Types of **Story Maps**

- Story Map Tour
- Story Map Journal
- Story Map Shortlist
- Story Map Playlist
- Story Map Basic
- Story Map Series – Tabbed, Side Accordion, Bulleted
- Story Map Swipe and Spyglass
- Custom



Two main ways to create Story Maps

1. Publish ArcGIS Online map to a web application. Choose story map for the application type. These are stored on the Esri-hosted server.
2. Download and customize story map templates for your own use. Upload story maps and related files to your own server.

For both methods:

Story maps are based on ArcGIS Online **maps**!

If you change the **map**, the story map (and other) **applications** change as well!

Three key points about Story Maps

1. The story maps available for use in education are rapidly expanding.
2. The tools to create story maps are rapidly evolving and becoming more varied and easier to use.
3. Good planning makes for a good story map.

Activity: Build a Story Map Swipe

1. Go to www.arcgis.com. Sign in. Under My Content, create a folder for this workshop named StoryMapsWorkshop.
2. Search for Map: USA Demographics for schools v2 > Open it > Use “Find Address or Place” to zoom to your city of interest in the USA.
3. Use Table of Contents and Turn on 2 Layers: USA Median Age & USA Median Household Income.
4. Save Map As > Median Age and Household Income **in your workshop folder.**
5. Share > Everyone > Create a Web App > Configurable Apps > Build a Story Map > Story Map Swipe and Spyglass > Create App > Title: Median Age and Household Income Swipe App > Done > Vertical Bar > Layer to swipe: USA Median Age > Next > Popups: Left Map Title: Median Household Income. Right Map Title: Median Age > Open the app > Done!
6. Add explanatory notes, test slider bar and popups. Save and Share.
7. Close tab. Go to My Content. Observe map and app. Open App and test again.

Your Story
Map Swipe
should look
Similar to this.

USA Median Age and USA Median Household Income Swipe App Switch to builder mode A story map Facebook Twitter Share

ArcGIS Viewer map with 10 layers of USA demographic data, plus state and county boundaries. Shortcuts: <http://esriurl.com/usademographics>. Includes "presentation" option.

esri

Median Age and Household Income.

Legend

USA Median Household Income	USA Median Age
Median Household Income	Median Age
Tracts	Tracts
More than \$82,000	52.1 years or older
\$68,001 to \$82,000	43.1 to 52 years old
\$53,001 to \$68,000	35.1 to 43 years old (US Avg: 37)
\$39,001 to \$53,000	27.1 to 35 years old

Median Age

Tracts

Name	060014080.00
State Abbrev	CA
2012 Total Pop (Esri)	2,684
2012 Median Age (Esri)	44.3

Population Age Profile

(Hover mouse for detail)

Sources: Esri, USGS, NOAA | ©2013 Esri | Sources: Esri, DeLorme, USG... POWERED BY esri

Activity: Build a Presentation from a Web Map

1. Open your Median Age web **map**.
2. Create a presentation from the web map with at least 3 slides representing different areas or popups or basemaps.
3. Test your presentation.
4. Examine how the presentation is stored in ArcGIS Online.

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Building a Story Map Tour

Activity: Build a Story Map Tour – 1 of 2

1. Go to <http://storymaps.arcgis.com>. Go to Apps > Create Story > Choose Map Tour.
2. Where are your images? Choose Picasa/Google Plus > Enter jkerski@esri.com
Look Up > Select Public Album > (halfway down) A Walk to the San Diego
Airport Geotagged > Import > Observe Your Story Map!
3. Edit Captions, Organize (photo order), Change Basemap to Imagery with Labels >
Save. Share with everyone.

Activity: Build a Story Map Tour – 2 of 2

4. Change 1 image to video: Go to “Joseph at historical sailing ship” photo > Change media > Video > URL: Go to www.youtube.com/geographyuberalles > search channel for video Star of India > Open the first Star of India video > Share > Embed > copy and paste the embed code <https://www.youtube.com/embed/llGSCmeDJao> into the URL > Apply; test it.
5. Add GPS track to map: First, access and save GPX track to local computer: http://www.josephkerski.com/data/RK_gpx_2013-07-12_1146.gpx. Go to <http://storymaps.arcgis.com> > My Stories > Find “A Walk to the San Diego Airport Geotagged > Maps > Edit Map > Add > Add Layer from File > Add GPX local file > Trackpoints - Change Style to Yellow 8 pt, Track line – Change Style to Yellow. > Save Map.
6. Go Back to My Stories > Open Story Map. Make sure that the GPX track appears.
7. Go Back to My Content > Move Story Map Tour Map and App to your Workshop folder.

Your Story Map Tour should look similar to this.

The screenshot displays the Esri Story Map interface for a tour titled "A Walk to the San Diego Airport". At the top, the title is followed by "STORY CONFIGURATION" and buttons for "SAVE", "SHARE", "SETTINGS", and "HELP". Below these are the options "Edit me!" and "No unsaved change ; Tour is shared publicly". The main content area is split into two panels. The left panel shows a large image of an airport terminal with the text "Almost there!" and "One of the few airports that you can WALK to". Above the image are "Change media" and "Change thumbnail" buttons. The right panel shows a map of San Diego with a yellow path and five numbered stops (1-5). A tooltip above the map says "Move me around or change my color" with five colored pins. At the bottom, there are "Add", "Organize", and "Import" buttons. Below the map is a row of five thumbnail images, each with a red number in the top left corner and a caption: 1. Convention Center, 2. This is a private yacht!, 3. Star of India Ship, 4. Marina, 5. Almost there! The Esri logo and "POWERED BY" text are visible in the bottom right corner.

A Walk to the San Diego Airport

STORY CONFIGURATION

SAVE SHARE SETTINGS HELP

Edit me!

No unsaved change ; Tour is shared publicly

Change media Change thumbnail

Almost there! One of the few airports that you can WALK to

Move me around or change my color

Change Basemap

San Diego

San Diego Zoo

Balboa Park

North Island Naval Air Station

Sea N Air Golf Course

POWERED BY esri

Earthstar Geographics, CNES/Airbus

Add Organize Import

1 Convention Center

2 This is a private yacht!

3 Star of India Ship

4 Marina

5 Almost there!

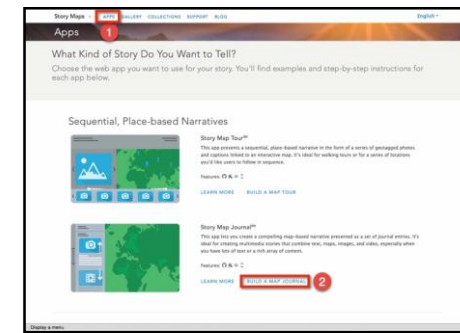
- 1. Introduction, story map concepts**
- 2. Exploring the story maps gallery**
- 3. Selected CLUES to creating great story maps**
- 4. Selected technical advice**
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Building a Story Map Journal

Activity: Build a Story Map Journal – 1 of 4

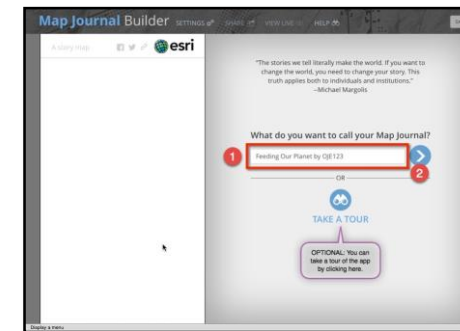
1. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps
2. Find Story Map Journal, click BUILD
3. Choose layout > Side Panel > Start
4. Enter a title: **Feeding the Planet by XXX**
5. Main Stage Content: Click **Image > Flickr**
6. Type in user name **“mapjournal”**
7. Click **Load albums**
8. Click album **Workshop (10)** (60% of way down) > Choose a photo you like!



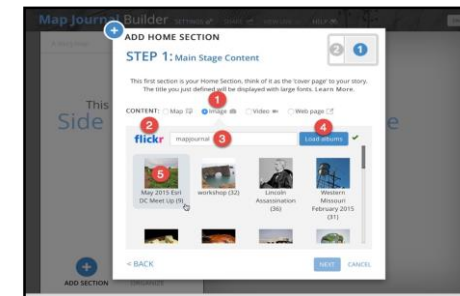
1, 2



3



4



5 - 8

Activity: Build a Story Map Journal – 2 of 4

Add Home Section

9. Confirm **Fill** is checked > click **Next**

10. Add text (make it up!) into the text block

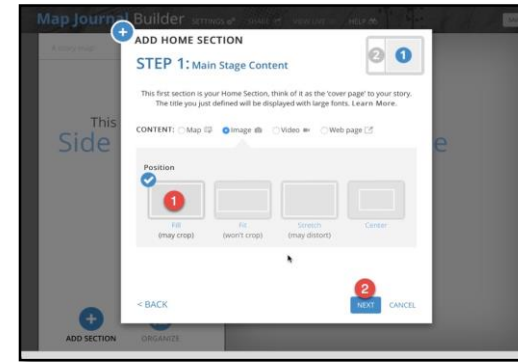
11. Click **Add** > Home section is done!

Add Section

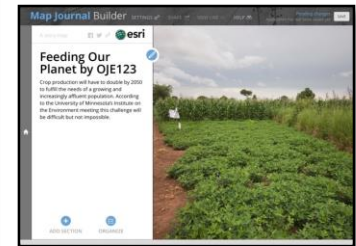
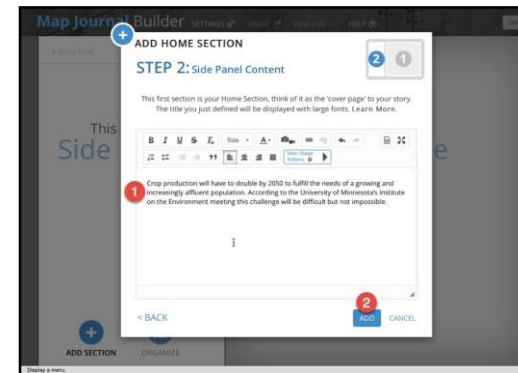
12. Click **Add Section** > Enter title **Current Crop Yields**

13. Content: Click **Map**

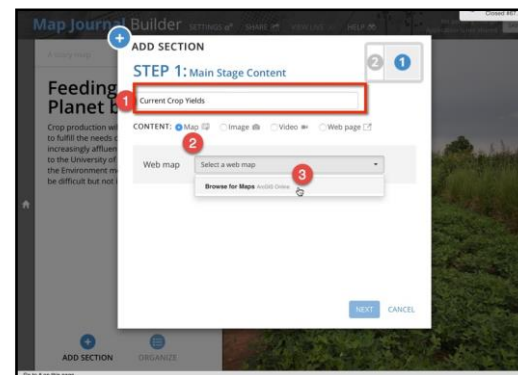
14. Click **Select a web map** then **Select a map**



9



10 - 11



12 - 14

Activity: Build a Story Map Journal – 3 of 4

Section: Select a web map

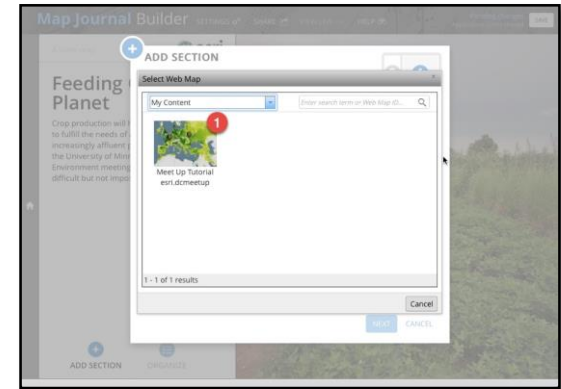
15. Search for “**StoryMapWorkshop**” (no spaces) on ArcGIS Online > click thumbnail for Feeding the World Storymaps > Next.

16. Next to content, click **Custom Configuration** > Click boxes next to layers:

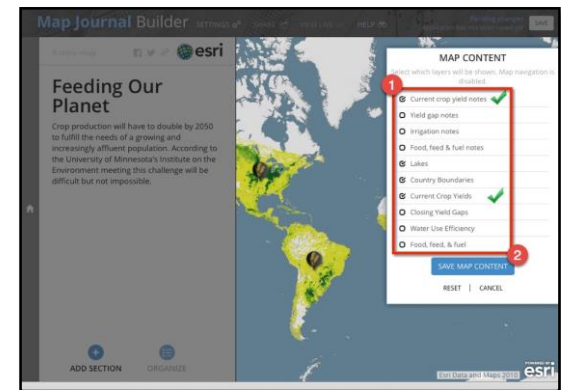
Current crop yield notes, Current crop yields, Elevation hillshade

17. Click **Save Map Content** > Next

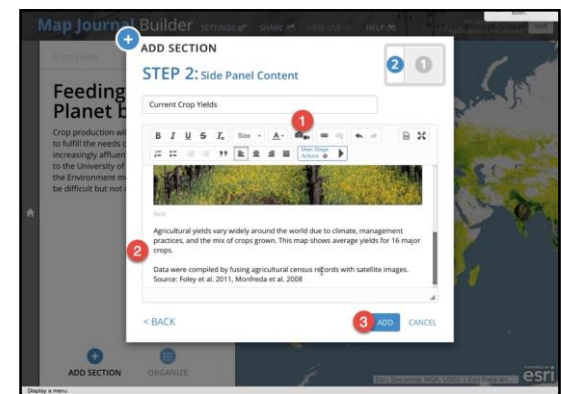
18. Add text, and click the **camera icon** to add a photo from Flickr or elsewhere, such as this URL:
<http://confluence.org/us/ks/n40w100v2/thumb1.jpg>



15



16



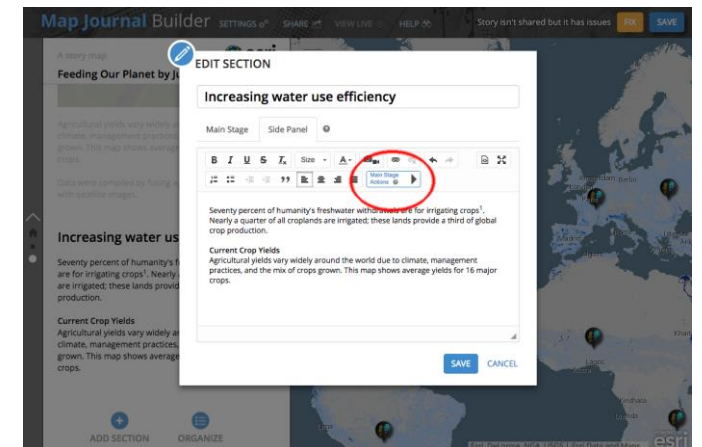
18

Activity: Build a Story Map Journal – 4 of 4

Those are the basics!

Try these yourself:

- Adding more sections
- Putting photos, videos, maps, websites or other story maps on the main page
- Adding photos, videos to the side panel
- Using **“Main Stage Actions”** to do cool things within a section
- Use the **“Settings”** function to customize your story



Main Stage Actions

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Building a side accordion story map

Activity: Building a Side Accordion Story Map

1. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps
2. Select Create Story > Series > Side Accordion > Start
3. Enter a title: **Boots of Wimberley Texas**
4. Photos are on Picasaweb > jkerski@esri.com > Famous Boots of Wimberley TX.
5. Videos are on www.youtube.com/geographyuberalles > Search on Wimberley > Cowboy Boots and Hill Country. Save.
6. GPX file is on: <http://www.josephkerski.com/resources/teaching/> - search for Wimberley. Save file > Upload file to web map.
7. Change 1 caption to include a yellow hyperlink to:
<http://www.bootifulwimberley.com/> `NAME OF WEBPAGE`

Your Map should look similar to this.

Cowboy Boots of Wimberley Texas

Checking your story content x

Edit x

A story map



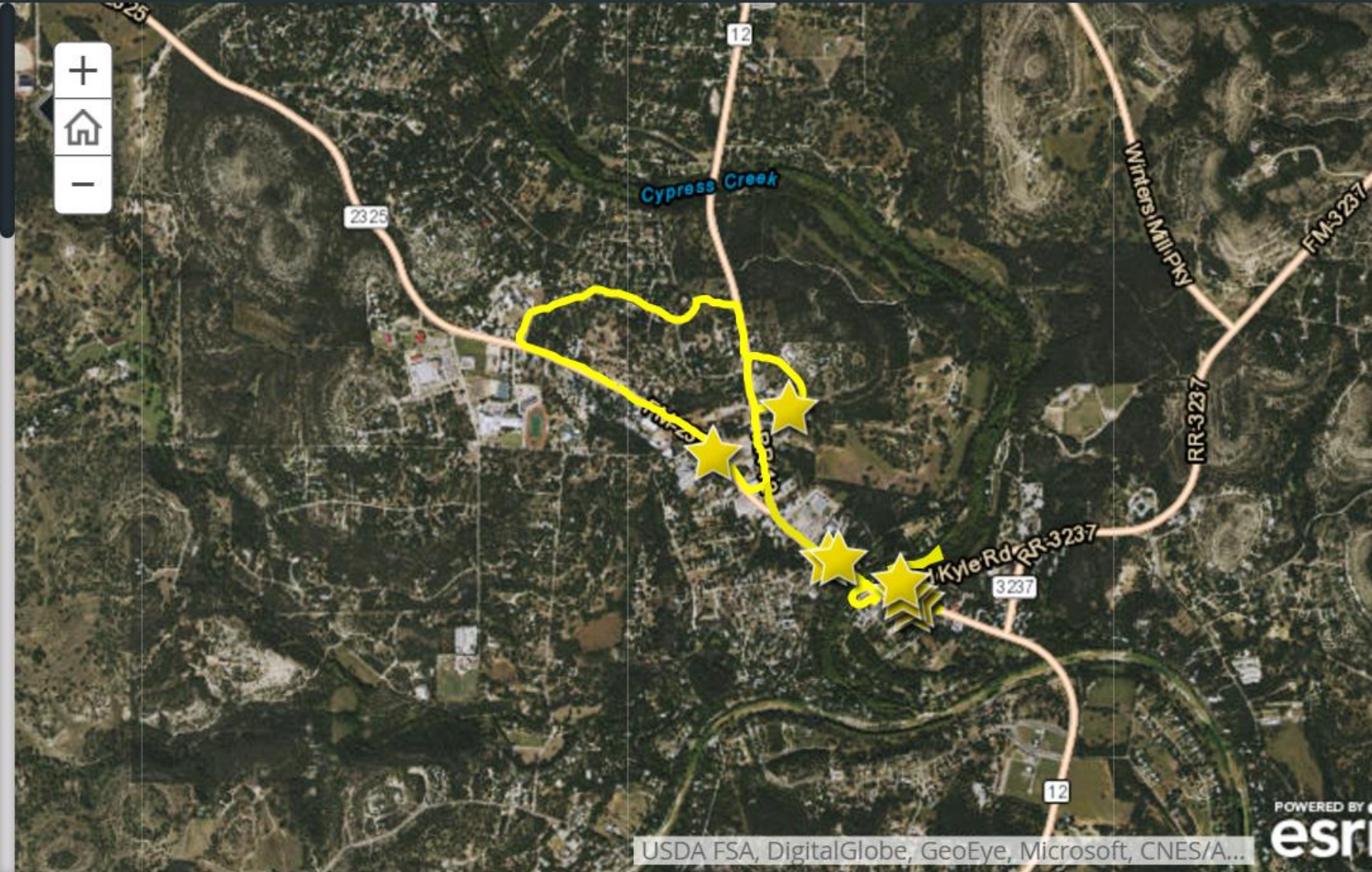
1 Cowboy Boots of Wimberley Texas

The art project "Bootiful Wimberley" is a recent effort yet is one of the best community projects I have ever seen that joins art, history, and geography.

It began in 2014, when 32 boots were painted by area artists and sponsored by local people and...

2 Why Boots?

3 About the Maps



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Building a tabbed story map

Activity: Building a Tabbed Story Map 1 of 2

1. In www.arcgis.com (ArcGIS Online), create a web map of the USA Tapestry segmentation.
2. In ArcGIS Online, create a web map of the teams that made the championships of the JUCO (Junior College; NJCAA) baseball tournament in 2015 representing Divisions 1, 2, and 3:

http://josephkerski.com/data/mesa_county_juco_div1_teams.txt

http://josephkerski.com/data/mesa_county_juco_div2_teams.txt

http://josephkerski.com/data/mesa_county_juco_div3_teams.txt

3. Style each of the 3 layers differently.

Activity: Building a Tabbed Story Map 2 of 2

4. Go to <http://storymaps.arcgis.com>. At the top of the page click Apps.
5. Select Create Story > Series > Tabbed > Start.
6. Add tabs for the Tapestry and for the JUCO teams. Save storymap.
7. Add at least 1 link and at least 1 photograph or video to your map.
8. Change the logo to a custom logo for NJCAA.
9. Change at least 2 of the other settings.
10. Save and Share.

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Configurable app method

Method 1: Using the Story Map Builders.

This is the method that was used in this activity to this point.

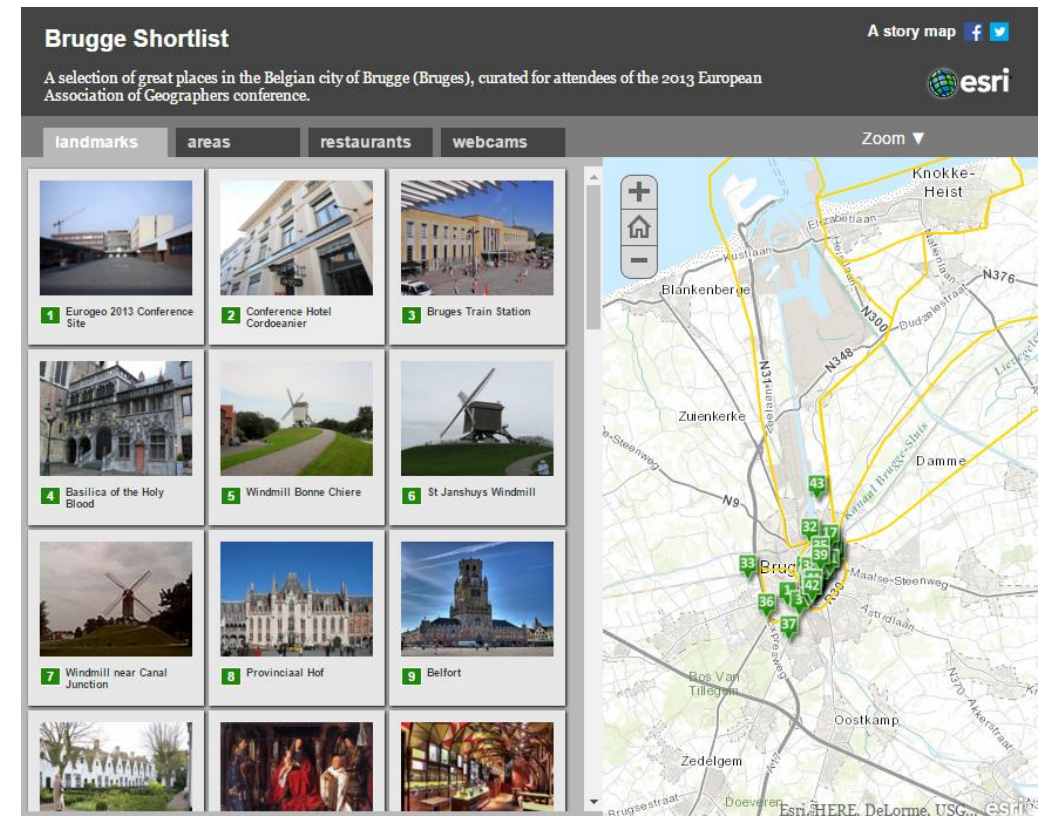
Method 2: Downloadable **configurable apps**

The configurable apps method allows you to:

1. Further customize your story maps.
2. Host the story maps on your own website.

Example: Joseph's Brugge, Belgium Shortlist story map:

http://www.josephkerski.com/storymaps/brugge_shortlist/



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Questions and Discussion

Next Steps

Esri Free Training Seminars:

[Telling Your Story with Esri Story Maps](#)

[ArcGIS App Strategies](#)

[Get Started with Web AppBuilder for ArcGIS](#)

Web Course:

[Creating and Sharing GIS Content Using ArcGIS Online](#)

MOOCs:

<http://www.esri.com/mooc>

Story Maps app contest:

<http://www.esri.com/landing-pages/story-maps/contest>



Communicating with Story Maps

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Twitter: <http://josephkerski.com/twitter>

YouTube: <http://www.youtube.com/geographyuberalles>