

Creating an Instructional Story Map in 60 Minutes

for Social Studies Supervisors, TSSSA Fall 2018

Purpose: Participants will create an instructional Story Map.

One Hour Workshop Session	
Activity	Description
10 mins	Overview What is a Story Map ? <ul style="list-style-type: none">• How can we use Story Maps? Content providers and instructional tools.• View existing Story Maps What is a GeoInquiry ? How can you use GeoInquiries? We're going to create a Story Map, highlighting 4 GeoInquiries addressing ESPN. Group participants and assign topics and temporary log-ins.
15 mins	GeoInquiries In small groups, choose a GeoInquiry to support your assigned topic and collect information about it and add to Google Doc .
15 mins	Story Maps Together, we will create one Story Map from the collected GeoInquiry information.
10 mins	Metadata & Sharing Together, we will create the metadata, share, and add to the TAGE Map Gallery.
Contact Information	Texas Alliance for Geographic Education Department of Geography Texas State University 601 University , San Marcos, Texas 78666 512.245.3827 tage.geography@txstate.edu www.geo.txstate.edu/tage
FINAL STORY MAP FROM TSSSA CONFERENCE IS AVAILABLE AT https://arcg.is/S4Kau	
<i>This project was funded in part by a grant from the National Geographic Society Education Foundation. This presentation was funded in part by a grant from Esri.</i>	
	

Creating an Esri Story Map

A Story Map should be map-centric. It should combine one or more interactive maps with narrative text, images, and/or multimedia content. The template selected should be used to its full potential and functionality. [View sample spreadsheet](#) templates for organizing your information.

Example of a Story Maps

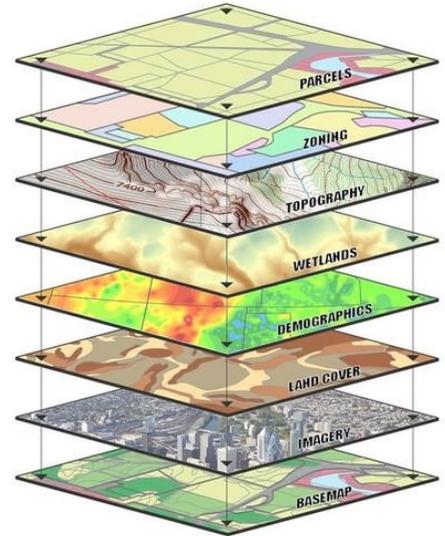
[Exploring the Texas Cattle Trails](#)

[Other TAGE Story Maps](#)

[NOAA Story Map as instructional tool](#)

The Five Principles of Effective Storytelling

<https://storymaps.arcgis.com/en/five-principles/>



Connect with your audience

Who is your audience? Before you build your story map, think about who will be seeing your story. **Craft your text, maps, and other content to suit your audience.** Avoid jargon and use accessible language. It's not about dumbing down; it's about striving for clarity and simplicity.

Lure people in

Start your story with a bang. **Choose an image** that's exciting and attractive. Craft your **title to be active and descriptive**. "Walking Tour of Springfield" is okay, but "Discover the Hidden Treasures of Springfield" is better. Make sure people know where they are. Springfield, Illinois, or Springfield, Massachusetts? **Put your core concepts at the beginning** rather than the end. Don't include outbound hyperlinks in your introduction that would distract someone from starting to navigate through your story—put those at the end.

Choose the best user experience

The Esri Story Map application templates come in a variety of flavors. **Choose an app with a user experience appropriate for your story.** The Story Map Tour, for instance, is great for sets of places with photos and short captions. If you have longer text, the Story Map Journal might be better. If you want your audience to be able to compare different maps, the Story Map Series makes the most sense. For a long, less structured narrative that people read like a web page, use the Story Map Cascade. See the Story Map Apps page to get started and to compare the available apps.

Make easy-to-read maps

Make sure your **maps are as simple, clear, and user-friendly** as possible while incorporating cartography that matches your project. Edit your map to **eliminate unnecessary detail**. Choose an appropriate **basemap**; for example, in many cases, a simple gray background map might be better than satellite imagery. Think about what custom **pop-ups, legends, and symbology** you want to provide to deliver your map's message.

Strive for simplicity

Stories are distillations. The more you do to remove nonessential elements, the more likely you are to tell an effective story. Remember that attention spans are short in the digital age. **Shorten your text and simplify your maps—and then go back and do it again.** A person should not have to get to the fifth or sixth section in your story to understand its underlying concepts and mission.

Esri Story Map Design Steps Worksheet

Story Title	Keep it short and catchy!
Story Location	Point, City, State, Nation, Region
Story Purpose	This could be a question or objective.
Audience	Is the audience students, teachers, the public, other?
Map Data	Which layers of data do you want to show? What basemap do you need? (keep it simple)
Images	
Image Title	Title it one that briefly identifies the photo.
Image Description	Keep it short for your reference.
Image URL	This should end with (.jpeg) or (.png).
Image Owner/Credits	Do you have permission to use the photo? Is it for public use? Or your own personal photo?
Metadata	
Thumbnail photo	https://storymaps.arcgis.com/en/faq/
Story Map Title	Keep it short and catchy!
Summary	2-3 sentences
Description	Longer description and hyperlink additional resources.
Terms of use	For non-commercial, educational purposes only. https://creativecommons.org/licenses/
Tags	If it's for your school, then we recommend using your school's abbreviation plus two-three content words. Examples: txgeoed, geography, K-12, water, civil rights, landforms, rivers
Sharing – public, groups, private	Who should have access to this? Public – anyone Groups – people who log-in and are already within a group (with Esri log-ins) Private – only you

The next page includes a Story Board, or use a [spreadsheet](#) to include the information.

Sketch a map. Write the text. Include any other links or images.

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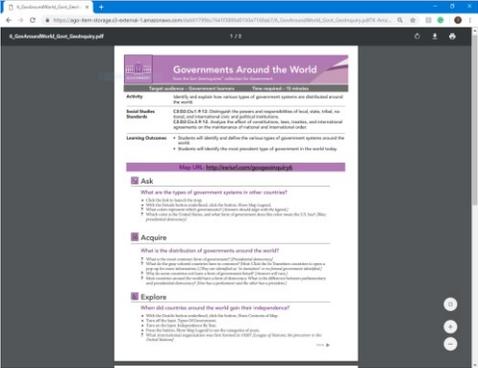
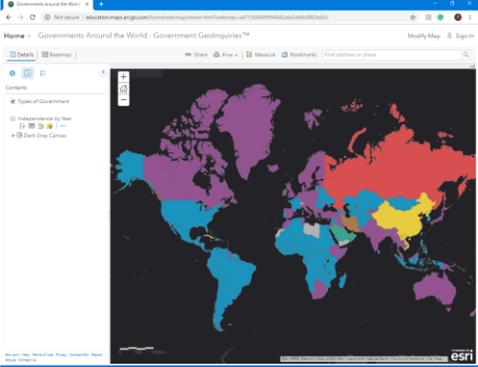
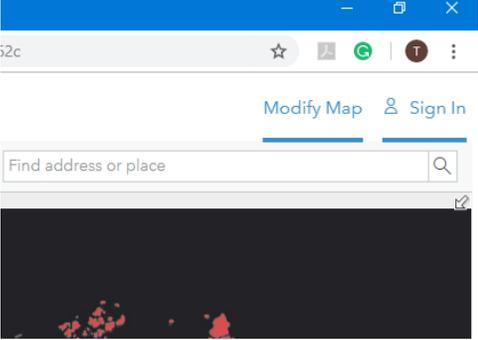
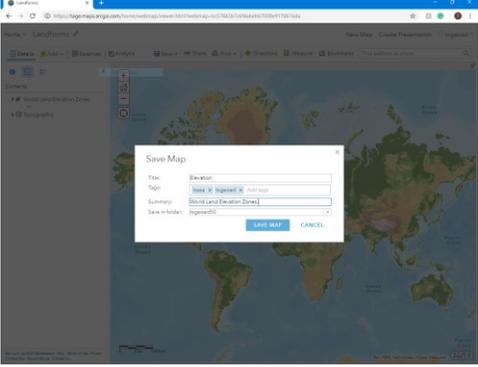
Sketch a map. Write the text. Include any other links or images.

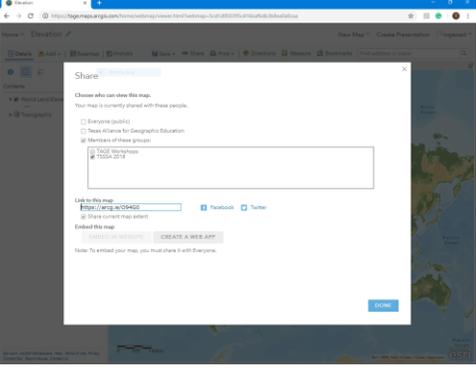
Sketch a map. Write the text. Include any other links or images.

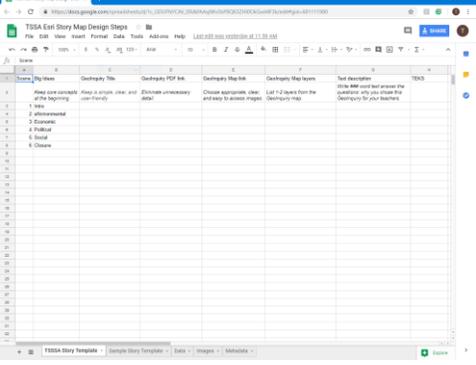
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Step by Step Instructions

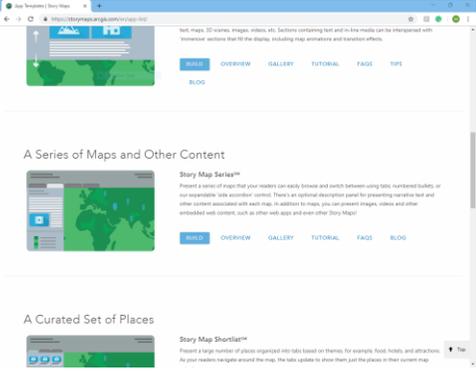
ESRI GEOINQUIRIES	
<p>Geolnquiries Image</p>	
<p>Go to https://www.gisetc.com/geoinquiries/ OR http://education.maps.arcgis.com/home/gallery.html Choose a Geolnquiry to highlight for your assigned topic.</p>	
<p>Open the Geolnquiry Map Link and agree on 1-2 layers that you want shown in the Story Map snapshot to best illustrate the Geolnquiry. Think of this has your hook to get teachers to look at it further.</p> <p>Open You Geolnquiry Map Link and click on all of the layers that you want included in your hook image.</p>	
<p>Sign In with your provided log-in information. Each provided account is included in a Group, TSSSA, which allow for better file sharing among all in the group.</p>	
<p>Save As Include Title, Tags, and Summary. Examples: Environmental: Elevation txgeod, tsssa World elevation map</p> <p>SAVE MAP</p>	

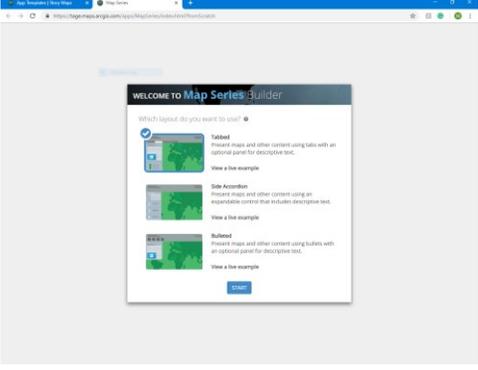
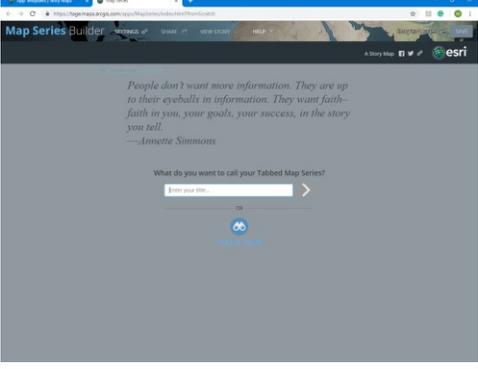
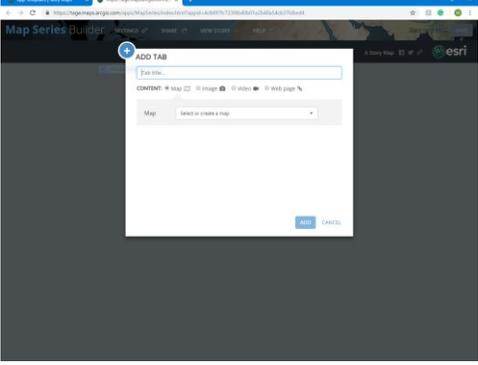
	<p>SHARE</p> <p>Select Members of these groups: TSSSA 2018</p> <p>DONE</p>	
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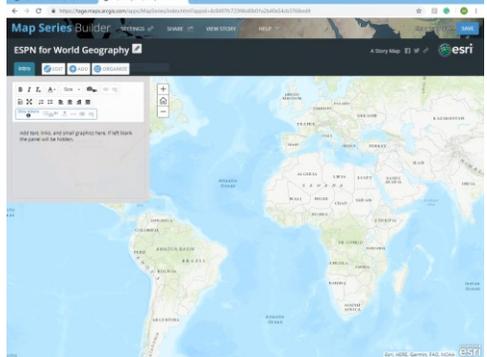
	<p>Open Google Doc and fill in the following information:</p> <p>GeoInquiry Title, GeoInquiry PDF link, GeoInquiry Map link, GeoInquiry Map layers, Text description (~150 words)*, TEKS</p> <p>*Your text description should include why you chose the GeoInquiry and/or a supplemental video URL</p>	
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	<p>Groups:</p> <p>Great for setting up as a class...</p> <p>View all of the maps in the Group.</p>	
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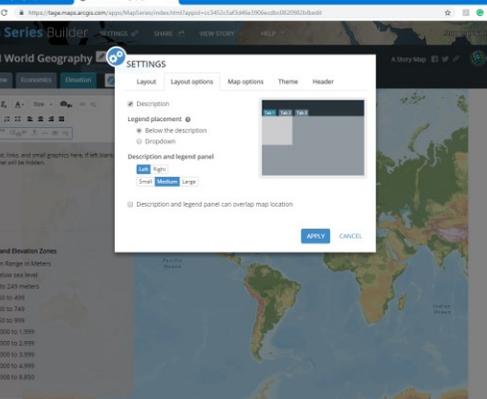
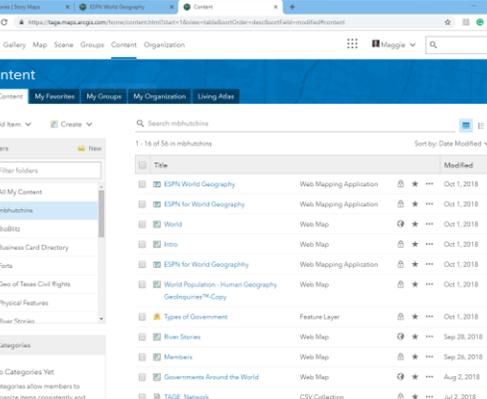
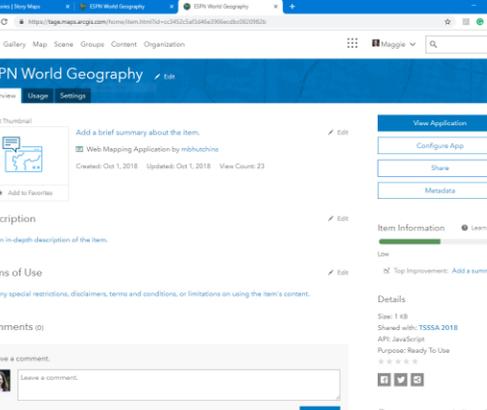
CREATE AN ESRI STORY MAP

<p>1</p> <p>Visit https://storymaps.arcgis.com/en/app-list/</p> <p>Select Story Map Series</p>		
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<p>2</p>	<p>Tabbed (each tab will highlight a different GeoInquiry)</p>	
<p>3</p>	<p>Title: ESPN for World Geography</p>	
<p>4</p>	<p>We will create a total of 5 tabs: Overview Economic Social Political eNvironmental.</p> <p>Each tab will include the text description and a map with a hyperlink to the GeoInquiry.</p>	
<p>5</p>	<p>First Tab Title: Overview Content Map: Create a Map</p>	

10	<p>On the side panel, add Text Geolnquiry Title and hyperlink it TEKS Video link (optional)</p> <p>REPEAT STEPS 8 & 9 UNTIL ALL TABS ARE COMPLETE.</p>	
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METADATA AND SHARING

	<p>SAVE, SETTINGS, AND SHARE</p>	
<p>Open your Organizational Account: tag.maps.arcgis.com</p> <p>Click CONTENT</p>		
<p>Metadata</p>		

Sharing

