L02: Conceptual design of a story map

The last lecture introduced the basic concept of story maps and a few different types. Now that you've become familiar with them, let's take a look at some concepts worth considering before you producing your own story map.

Things we cover in this session

- Basic technical and creative aspects for creating a story map

Things you need for this session

- W02-1: Story Map with ArcGIS Online
- W02-2: Pico Pequeno eruptions 2014 – make your own story

Things to take home from this session

At the end of this session you should be able to

- explain the basic technical and creative aspects for designing a story map
- develop a script for a story map
- produce a story map

Story maps as representation of spatial contents

Before you actually design a story map there are some conceptual questions you need to address carefully*.

1. **What is the story behind the map? What do I want to communicate?**

- First, summarize the topic/subject of the story map in a few sentences.
- Then, write a storyboard (script) that only includes the essential elements of the presentation.

2. **Who is the audience of my story map? What contextual information do users need in order to understand my story map?**

- Does my story map speak for itself, for example as a web link in a term/seminar paper?
- Do I want to give a presentation using my story map?

3. **Which materials do I need to create my story map?**

- Can I tell my story on the basis of only one map? Or do I need multiple maps, such as topographical maps, satellite images, digital maps or survey maps?
- Which media do I need? Texts, images, animations, graphs, diagrams, tables or videos?
- Which sources are important enough to cite? How should I reference them?

4. **Which media can I omit from my story map?**

- Which information is need or redundant (i.e. appears in several places)?
- Consider the rule: Less is more.

5. **How will users of my map navigate through my “story”?**

- Is there a linear sequence to the presentation of the contents or can users work independently through the story map without a fixed sequence?

Based on ESRI 2012: Thinking about Storymaps.
http://www.esri.com/news/arcnews/summer12articles/files/arcnews34_2/arcnews-summer12.pdf.

Time for practice

W02-1: Story map with ArcGIS Online

And once you have become familiar with how to create a story map, go on with: W02-2: Pico Pequeno eruptions 2014 – make your own story

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