Designing Story Maps to Change Hearts and Minds
Objectives

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The first step, planning, is often the most difficult, but once you’ve completed it, the rest is easy!

**Research Your Topic:**
- Answer the questions: Who, What, When, Where, Why, and How?

**Determine Your Audience:**
- Put yourself in their shoes! If you were them, what would you want to know/see/learn?

**Create a Storyboard:**
- Draw out each page and list all the images, charts, graphs, maps, etc. you will need

Now you’re ready to begin creating the items needed for your story!
Publishing Items

To view your layers online, you can publish them from ArcGIS for Desktop.

1. Open your layer in ArcMap.
2. Set the scale to ArcGIS Online/Bing Maps/Google Maps. Check “Only display these scales when zooming”.
3. Fill out the Map Document Properties.
4. Sign in with your ArcGIS Online credentials.
5. Share as a service to your organizational account.
6. Publish the layer as a feature service.
7. In ArcGIS Online, set the symbology of the layer.
8. If your layer has more than 2,000 features, follow steps 9 through 14.
9. In ArcMap, match the symbology with how it is set in ArcGIS Online.
10. Publish the layer as a cached tile service.
11. Depending on your layer’s scale, set the minimum and maximum scale level for the tile.
12. Set the area of interest to cache to the current extent of your map.
13. Calculate the cache size. If it is more than ~50 MB, slide the maximum scale to a lower level and recalculate the size. Publish the layer.
14. In ArcGIS Online, you can use the feature layer at the larger (zoomed in) scales and the cached tile layer at the smaller (zoomed out) scales for faster load time.
Online Analysis Tools

- **Summarize Data:**
  - Aggregate Points
  - Summarize Nearby
  - Summarize Within

- **Find Locations:**
  - Find Existing Locations
  - Derive New Locations
  - Find Similar Locations
  - Choose Best Facilities
  - Create Viewshed
  - Create Watershed
  - Trace Downstream

- **Enrich Layer**

- **Analyze Patterns:**
  - Calculate Density
  - Find Hot Spots
  - Interpolate Points

- **Use Proximity:**
  - Create Buffers
  - Create Drive-Time Areas
  - Find Nearest
  - Plan Routes
  - Connect Origins to Destinations

- **Manage Data:**
  - Extract Data
  - Dissolve Boundaries
  - Merge Layers
  - Overlay Layers
Eye-catching Cartography

- Use the dark or light gray basemap with the suggested color ramps
  - With the dark gray basemap, the high values are brighter colors while the low values are darker colors with a hint of dark gray
  - With the light gray basemap, the high values are the darker colors while the low values are lighter
- Zoom in to an area that gives the viewer the optimal initial viewing experience
- Use Smart Mapping to fine-tune the way your dataset is presented in the map
- Used faded outlines or no outlines at all with polygons
- Use transparency
- Create a meaningful legend
- Use text colors in your app that match the colors found in the map
Custom Pop-ups and Pie Charts

- It’s always better to customize a pop-up for your map instead of using the default pop-up.
- Choose a good title for your pop-up or no title at all.
- Create a sentence explaining what the viewer is seeing.
- Add a bar/line/pie chart using the builder found in ArcGIS Online or create your own graphic.
- Provide an explanation of the chart.
- Host the graphic online and add the image to the pop-up using the url.
- Rename fields to names that people can understand.
Story Map Collaboration

- Anyone set as an administrator can edit an item (even if it is owned by someone else).
- Use Esri’s My Stories to track the status of your Story Map. View the status of the layers, maps, websites, and images used in your app.
Story Map Templates

- Change the theme of the Story Map by clicking on Settings
- Embed other Story Maps inside the one you are making if it adds to your story
- Embed videos and other media into the Story Map with a URL
- Embed the Story Map into your web page by copying and pasting the embed code
Excellent Item Pages
Sharing Your Items

- Sharing your item to the City of Los Angeles Open Data group automatically places it in the GeoHub.

Access
Anyone categorized solely as “Access” enabled can only view the item and cannot edit it.

Access and Update Capabilities
Anyone in this group can update an item or make changes to it.

Vs.
Nominating Your Item

Use the **Contributor App** to nominate items to the **Livings Atlas of the World**!