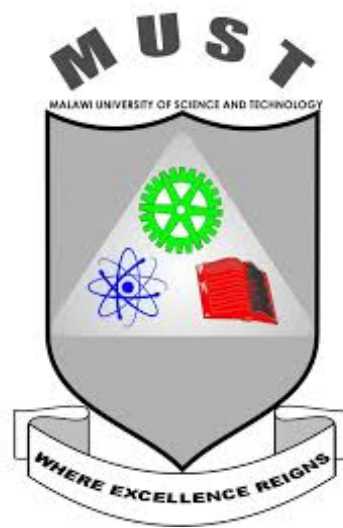


African Drone and Data Academy (ADDA)

Data Visualization and Cartography Day 3



FURMAN
UNIVERSITY



Effective Communication through ArcGIS StoryMaps

Introduction and Overview



Why StoryMap?

- People like stories
- Stories are captivating
- More interactive stories are more effective than simple stories
- Maps bring facts to people
- StoryMap allows us to blend compelling stories with supportive data and visuals to engage the audience



Kenya National Parks & Game Reserves
By Esri Eastern Africa



A Conservation Initiative to Save Africa's Great
By African Wildlife Foundation



The Struggle to Save Elephants from a Devastating Wave of Ivory Poaching
By Esri Story Maps team



Combating Vector-Borne Diseases
By U.S. Embassy (Paris)



Building Resilience in Zimbabwe
By USAID



2019 Global Assessment Report on Disaster Risk Reduction
By UN Office for Disaster Risk Reduction



The New Normal
By Esri Landscapes



Geological & GIS Mission for ThamLuang Cave
By Esri Thailand



Aftershocks: Remodeling the Past for a Resilient Future
By Global Facility for Disaster Reduction and Recovery

Check out more at: <https://storymaps-classic.arcgis.com/en/gallery/#s=0>



Planning Your StoryMap: Answer These Questions

- What is the Purpose?
- Who is Your Audience?
- What is the Key Takeaway Message?
- What do you want the Audience to do? Call to Action!
- What are the Building Blocks for Your Story?
 - Photos, videos, scanned maps, interactive maps, charts etc.,
- Do you have all the data? Do you need additional data? Where would you get it from?
- How are you going to promote your story?
 - Facebook? Twitter? Email campaign? etc.



An Example Storyboard for your StoryMap Project

6/10/19

Planning Your Story Map Blog

#1: ID your target audience
↳ Who are you making this for?

WHY THIS MATTERS II
◦ tone/vocab ◦ emotional arc ◦ lvl. of detail

Case Studies
WHID SSAG CS
- Students - Animal vrs - Casual reader
- Drs of travel - General conservation interest - non-urbanite

Other Tips / Qs to Ask
! What can I assume they know about my topic?
! How can I make story relatable for them?
! Don't try to target everyone under the sun
↳ remix/repurpose instead

#2: ID your key messages / takeaways
↳ What's most important thing for your audience to remember?

WHY THIS MATTERS
Keeps you focused/prevents creep

Case Studies
WHID SSAG CS
- Some of World's most culturally unique places @ risk; UNESCO trying to save them
- Giraffes are funky, cool, + in desperate need of our help
- Life doesn't stick to your plans; some deviations will be for the better

Other Tips / Qs to Ask
! Why am I telling this story, anyway?
! Limit yourself to three points max
! Good time to define success + goals, too

#3: Create Content Inventory
↳ What content is available to you now?
What don't you have that you need?

WHY THIS MATTERS II
◦ Makes outlining easier ◦ Makes building easier
◦ Helps set workload expectations

Case Studies
WHID SSAG CS
- UNESCO Data - Study results - had images
- Maps (Filtered views) - Species ranges - had video
- Chart or Δ/Θ - Images needed - had gps tracks
- Need to source photos - relatable map needed

Other Tips / Qs to Ask
! Do I have visuals that relate to each key point?
! If my story is chronological, do I have visuals for the beginning, middle, + end?
! Do I have enough variety in my media?
! Do my visuals have a consistent look + feel?

#4: Create an outline (or two, or three)
↳ What are some of the ways you can structure your story?
Which one best aligns with your audience + key msg?

WHY THIS MATTERS II
◦ Organizes your thoughts ◦ low-risk way to test ideas
◦ Forces you outside the box

Case Studies
WHID SSAG CS
- Start w/ basics - Start w/ fun facts to entertain/pique interest - Start in middle, hook reader w/ setting + characters
- introduce tension - introduce problem + explain - reward, plot twist
- end on hopeful note - Provide clear action to inspire hope - build back up to positivity @ beginning but w/ more nuance this time

Other Tips / Qs to Ask
! Tension is Key
! Do you have a strong enough hook?
! OK to be non-linear, but need clear order of events by the end
! Good point to ask others for feedback

#5: Don't be afraid to change/adapt as you go
↳ Your outline is a guide, not a dictator

WHY THIS MATTERS II
◦ Evaluating story flow is must ◦ Theory ≠ Practice

Case Studies
WHID CS
→ reduced # of sidecars → re-ordered to be non-linear
(2/site planned originally) → trimmed copy down a lot

Tips + Other Qs
! Ask others for reaction
! Does X contribute to either understanding km, or emo. reaction?



Some Considerations for Your StoryMap

- DO include good quality visuals – like photographs, maps, and videos. Visual impact is very important
- DON'T include too much text in the story. People don't have time to read it all
- DO keep a focus on the main theme
- DON'T get distracted and bring a lot of unnecessary details
- DO keep the technical details to a minimum if your story is aimed at general audience
- DON'T include data or maps that you can not verify the authenticity and quality of.
- DO include sources and citations



DO's



DONT's



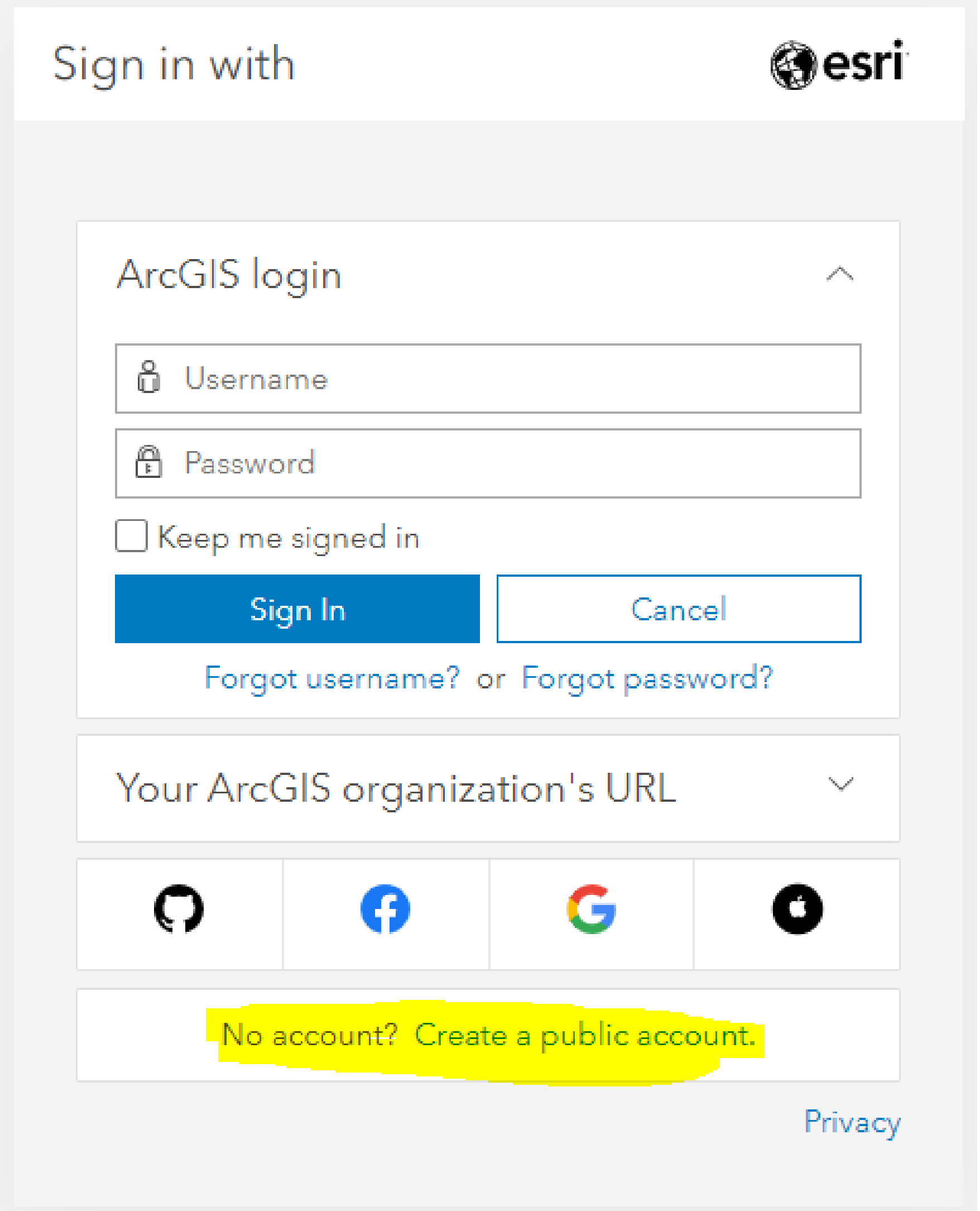
Go through These Reading/Viewing Materials

- Nine Steps to Great Storytelling: <https://arcg.is/1q90if>
- How to make an awful StoryMap: <https://arcg.is/z0KD1>
- Creative uses of StoryMaps for Conservation: <https://arcg.is/1PWKGz>
- Four Ways to Tell a Story with Place: <https://arcg.is/1emWPj>



Instructions for Creating ESRI Account

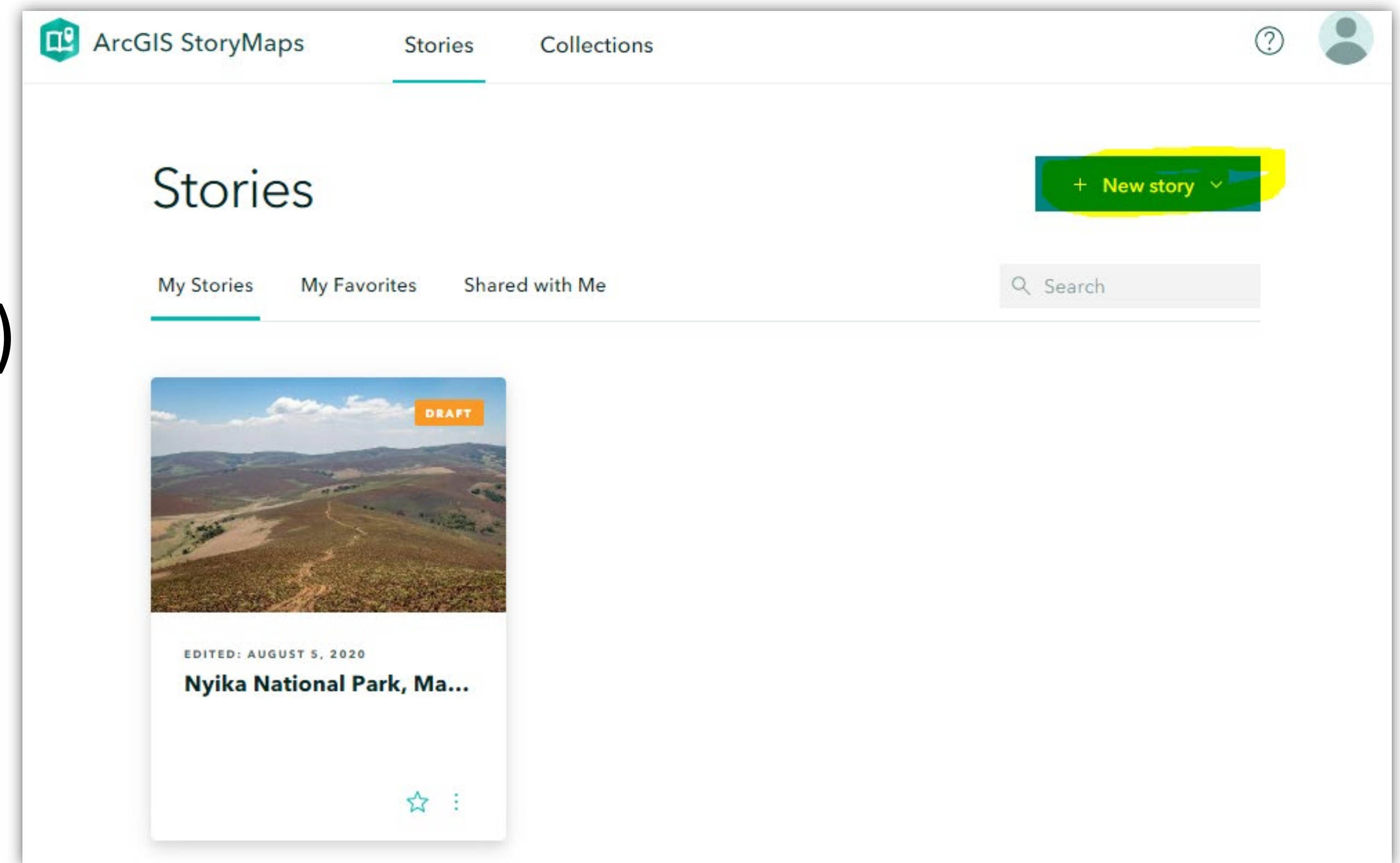
- ESRI Account will allow you to do StoryMaps as well as access ArcGIS Online (which we will use later in the week).
- Visit <https://storymaps.arcgis.com/>
- Click “Sign In” link
- Click on “Create Public Account” at the bottom of the options
- Go through setting up your account
- Note down your login name and Password somewhere safe

A screenshot of the ESRI Sign In page. At the top, it says "Sign in with" followed by the ESRI logo. Below this is a section titled "ArcGIS login" with a dropdown arrow. It contains two input fields: "Username" and "Password". Below these fields is a checkbox labeled "Keep me signed in". There are two buttons: a blue "Sign In" button and a white "Cancel" button. Below the buttons are links for "Forgot username?" and "Forgot password?". Below the login section is a section titled "Your ArcGIS organization's URL" with a dropdown arrow. Below this are four social media icons: GitHub, Facebook, Google, and Apple. At the bottom, there is a yellow highlighted button that says "No account? Create a public account." and a link for "Privacy" in the bottom right corner.



Instructions for Making your StoryMap

- Visit <https://storymaps.arcgis.com/> and sign in using your account info
- **MUST Watch** this brief (about 9 min) demo video on how to create a StoryMap:
<https://youtu.be/8wY14zHDmEs>
- Now, on storymaps.arcgis.com, click on **+New Story** link to create your own story.





Your First StoryMap Assignment

- Compose and publish a StoryMap focusing on one of the two themes below

Your personal travel experience (within your country or to other places, at least 7 places) using written descriptions, photos, maps, and videos

OR

Any 7 natural wonders in the world that you would like to visit in your lifetime using written descriptions, photos, maps, and videos.

- REQUIREMENTS:
 - Provide an opening paragraph that tells your experience
 - Write a paragraph of information for each place. Do little research on the places to get useful information
 - Include interactive maps from ArcGIS online
 - Find high resolution photos, videos, and maps that you will be using
 - Provide the source credit for all resources from the Internet (photos, videos, text, and maps)
 - Use references list at the end of your StoryMap that gives link



Share Your StoryMap and Exchange Feedback

- When complete, you need to publish your story (and make sure it is publicly accessible)
- Share your StoryMap on the Peer Feedback Forum for the day on Moodle.
- Look at three other StoryMaps submitted by your cohort and provide 2 suggestions for improvement for each StoryMap. These suggestions should truly help your friend improve their StoryMap.
- Look at all the feedback you have received. Go back and edit your StoryMap to incorporate modifications that make your StoryMap better.



<https://arcg.is/fSrKP>



What Next?

- You should share your StoryMap with your friends and family and get their feedback (no need for formal feedback, but you will be surprised at their reaction to it!). You will find this a rewarding experience.
- Find other opportunities outside of this class where you can use StoryMap to make a difference!

Happy Story Telling!