

# Creating Stories with ArcGIS®

STUDENT EDITION

Copyright © 2022–2025 Esri

All rights reserved.

Course version 3.0. Version release date April 2025.

Printed in the United States of America.

The information contained in this document is the exclusive property of Esri. This work is protected under United States copyright law and other international copyright treaties and conventions. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as expressly permitted in writing by Esri. All requests should be sent to Attention: Director, Contracts and Legal, Esri, 380 New York Street, Redlands, CA 92373-8100, USA.

**Export Notice:** Use of these Materials is subject to U.S. export control laws and regulations including the U.S. Department of Commerce Export Administration Regulations (EAR). Diversion of these Materials contrary to U.S. law is prohibited.

The information contained in this document is subject to change without notice.

**Commercial Training Course Agreement Terms:** The Training Course and any software, documentation, course materials or data delivered with the Training Course is subject to the terms of the Master Agreement for Products and Services, which is available at <https://www.esri.com/~media/Files/Pdfs/legal/pdfs/ma-full/ma-full.pdf>. The license rights in the Master Agreement strictly govern Licensee's use, reproduction, or disclosure of the software, documentation, course materials and data. Training Course students may use the course materials for their personal use and may not copy or redistribute for any purpose. Contractor/Manufacturer is Esri, 380 New York Street, Redlands, CA 92373-8100, USA.

**Esri Marks:** Esri marks and product names mentioned herein are subject to the terms of use found at the following website: <https://www.esri.com/content/dam/esrisites/en-us/media/legal/copyrights-and-trademarks/esri-product-naming-guide.pdf>.

Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

# Table of Contents

Esri resources for your organization

## Course introduction

Course introduction

Course goals

Installing the course data

Icons used in this workbook

## 1 Exploring stories

Lesson introduction

What is a story?

Effective storytelling principles

Identify storytelling principles

Discovering your story

Lesson review

Answers to lesson 1 questions

## 2 Creating stories

Lesson introduction

Story creation workflow

Story planning

ArcGIS StoryMaps features

Exercise 2: Create an informative story

- Explore your content inventory

- Open the ArcGIS StoryMaps builder

- Create a cover

- Adjust the cover design

- Add the story narrative

- Publish the story

Lesson review

### 3 Using media in your story

Lesson introduction

Types of multimedia

Multimedia considerations

Exercise 3A: Create a story using media

- Explore your content inventory

- Open the ArcGIS StoryMaps builder

- Create a cover

- Add the story narrative

- Add the story images

- Add a video

- Add a timeline

- Preview the story

- Modify the video thumbnail

Types of embed content

Display options for embed content

Exercise 3B: Add external content to a story

- Open the existing story

- Embed a YouTube video

- Embed a social media post

- Embed a dashboard

- Embed an image

- Add a call to action

Lesson review

Answers to lesson 3 questions

### 4 Using maps in your story

Lesson introduction

Identify dynamic and static map options

Questions to determine map type

Which map for this story?

Adding interactive maps to a story

Exercise 4: Create a story with maps

- Open the existing story

- Add a static map
- Add a legend within the text
- Add a web map
- Add an express map
- Preview the story
- Lesson review
- Answers to lesson 4 questions

## 5 Creating interactive stories

- Lesson introduction
- Interactive content blocks
- Map choreography
- Examine media actions
- Adding a sidecar
- Exercise 5A: Add interactivity to a story
  - Open your story
  - Add a swipe block
  - Add a sidecar
  - Add slides to a sidecar
  - Add media actions
- Map tour options
- Exercise 5B: Add a map tour to a story
  - Open your story
  - Add a map tour
  - Add tour points
  - Publish your story
- Lesson review
- Answers to lesson 5 questions

## 6 Customizing a story with themes

- Lesson introduction
- Story themes
- Custom themes
- Creating a custom theme

## Exercise 6: Apply a custom theme

- Open the themes page

- Create a new theme

- Set theme colors

- Set the theme typography

- Set other theme styles

- Publish the theme

- Apply the theme to your story

Lesson review

Answers to lesson 6 questions

## 7 Publishing your story

Lesson introduction

Story publication workflow

Consider the user experience

Story navigation

Improving the quality of your story

Sharing your story

Promoting your story to the public

Exercise 7: Share your story

- Open your story

- Evaluate the readiness of your story

- Evaluate the user experience

- Edit your story

- Add navigation

- Publish, share, and promote your story

Story templates

Lesson review

Answers to lesson 7 questions

## 8 Organizing your stories

Lesson introduction

ArcGIS StoryMaps collections

Collection layout options

## Exercise 8: Create an ArcGIS StoryMaps collection

- Open ArcGIS StoryMaps

- Create a collection

- Add content to the collection

- Change the collection layout

- Add navigation to the collection

- Apply a theme to the collection

- Publish the collection

Lesson review

Answers to lesson 8 questions

## 9 Telling an effective story

Lesson introduction

Identify best practices for an effective story

Workflow review

Plan an effective story

Exercise 9: Create an effective story

- Review your outline and content

- Create a story

- Add the introduction to your story

- Embed a YouTube video

- Add a bulleted list

- Add a map tour

- Add a call to action

- Publish your story

- Refine your story (optional)

Lesson review

Answers to lesson 9 questions

## Appendices

Appendix A: Data license agreement

Appendix B: Acknowledgments

Appendix C: Answers to lesson review questions

Appendix D: Lesson stories