

Training the GIS Professional

Creating Stories with ArcGIS

-1 day

Overview

Visual storytelling made easy.

ArcGIS StoryMaps stories have achieved mass appeal as a medium to inform the public, share project results, engage stakeholders, and inspire an audience. This course—for anyone that wants to share information in an interactive, highly engaging manner—teaches the concepts, best practices, and decisions that need to be made when creating and sharing a story using ArcGIS StoryMaps.

Who should attend

Anyone

Prerequisites

Familiarity with ArcGIS Online will be helpful but is not required.

Goals

- Design a Story based on your purpose and audience.
- Add web maps, images, multimedia, and text to create a compelling, cohesive narrative
- Apply a design theme to customise and enhance a story's visual appeal.
- Publish and share a story with the public or members of your ArcGIS organisation.

Contact Us

For GIS training enquiries and bookings visit esriuk.com/learning, email us at learning@esriuk.com or call us on 01296 745504

Topics Covered

- Exploring Stories. What is a story? Effective storytelling principles; Identify storytelling principles. Discovering your story.
- Creating Stories. Story creation workflow. Story planning. ArcGIS StoryMaps features.
- Using media in your story. Types of multimedia. Multimedia considerations; Types of embedded content .
- Using Maps in your story. Identify dynamic and static map options; Questions to determine map type; Which map for this story? Adding interactive maps to a story
- Creating interactive stories; Interactive content blocks; Map choreography; Examine media actions; Adding a sidecar.
- Customising a story with themes. Story themes; Custom themes; Creating a custom theme;
- Publishing your story. Story publication workflow; Consider the user experience; Story navigation; Improving the quality of your story; Sharing your story; Promoting your story to the public
- Organising your stories. ArcGIS StoryMaps collection; Collection layout options
- Telling an effective story. Identify best practices for an effective story; Workflow review; Plan an effective story.