The Stories Behind Our Stories: *The Two Koreas*

David Asbury, Greyson Harris, Cooper Thomas, & Hannah Wilber

*Esri Story Maps team*
Why do we make our own Story Maps?
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• MARKET Story Maps and recruit new users
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• MARKET Story Maps and recruit new users
• DEMONSTRATE best practices
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- MARKET Story Maps and recruit new users
- DEMONSTRATE best practices
- PROMOTE new capabilities
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- EXPERIMENT with prototypes and new UXs
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• RAISE AWARENESS for important causes
The Two Koreas

September 2017
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- PROMOTE new capabilities
- EXPERIMENT with prototypes and new UXs
- RAISE AWARENESS for important causes
Our Process
1. Strategy
2. Storyboarding
3. Story creation
4. Publication
Strategy

Why this topic?
Strategy

Why this topic?

• Fulfills an editorial goal(s)
Why this topic?

• Fulfills an editorial goal(s)
• Has a strong geographic component
Strategy

Why this topic?

• Fulfills an editorial goal(s)
• Has a strong geographic component
• Adds value to the data or topic
Strategy

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Preliminary research

Is enough content available?
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Is enough content available?

- Authoritative data
Preliminary research
Is enough content available?

• Authoritative data
• Properly licensed visuals (images, video, etc.)
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- Authoritative data
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- Subject experts or story partners
Preliminary research
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Is enough content available?

- James Martin Center for Nonproliferation Studies North Korea Missile Test Database
- North Korean Defense Sites dataset
- CIA World Factbook, World Bank
- Wikipedia
1. Strategy
2. Storyboarding
3. Story creation
4. Publication
Story outline
How should we structure the story?
Story outline

How should we structure the story?

- Identify core narrative elements
Story outline

How should we structure the story?

- Identify core narrative elements
- Determine ideal reader experience
Story outline

How should we structure the story?

• Identify core narrative elements
• Determine ideal reader experience
• Create balance between text and visuals
Story outline

How should we structure the story?

- Identify core narrative elements
- Determine ideal reader experience
- Create balance between text and visuals
- Select template that best supports our narrative approach
Story outline

How should we structure the story?

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• Determine ideal reader experience
• Create balance between text and visuals
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Experience: Data viz centric and scroll based
Experience: New features in Story Map Cascade
Team coordination

How do we streamline our workflow?
Team coordination

How do we streamline our workflow?

• Delegate responsibilities
Team coordination

How do we streamline our workflow?

- Delegate responsibilities
- Establish shared visual language and tone
Team coordination

How do we streamline our workflow?

• Delegate responsibilities
• Establish shared visual language and tone
• Finalize check-in points and deliverables timetable
Team coordination
How do we streamline our workflow?

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Coordination: A shared visual language
Content creation

How do the individual pieces come together?
Content creation

*How do the individual pieces come together?*

- Maps
Content creation

How do the individual pieces come together?

- Maps
- Charts and infographics
Content creation

How do the individual pieces come together?

- Maps
- Charts and infographics
- Photos and videos
Content creation

How do the individual pieces come together?

• Maps
• Charts and infographics
• Photos and videos
• Narrative text
Content creation

How do the individual pieces come together?

• Maps
• Charts and infographics
• Photos and videos
• Narrative text
Maps: static, not interactive
Maps: static, not interactive
Maps: tone and character
Maps: tone and character
Content creation

How do the individual pieces come together?

- Maps
- Charts and infographics
- Photos and videos
- Narrative text
Political leadership

In North Korea, the Soviet Union appointed Kim Il Sung as head of state in 1948. Kim was a former guerrilla fighter and something of a Folk hero for his resistance to the Japanese occupation.

Espousing communism and his own ideology of self-reliance called Juche, the Soviet appointed premier enjoyed—at least officially—the adoration of North Koreans. Later taking the title of president, Kim Il Sung established what has become a dynasty with his son and grandson inheriting the country’s leadership.

In the South the United Nations encouraged democratic elections, starting in 1948. South Korea experienced five coups before settling into a stable pattern of free elections and regular five-year terms of office.
Infographics: consistent colors
Story map assembly and assessment

Do the topic, tone, and content all work together?
Story map assembly and assessment

Do the topic, tone, and content all work together?

• Evaluate overall narrative cadence
Story map assembly and assessment

Do the topic, tone, and content all work together?

- Evaluate overall narrative cadence
- Test performance—especially mobile!
Story map assembly and assessment

*Do the topic, tone, and content all work together?*

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- Solicit feedback
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Do the topic, tone, and content all work together?

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• Revise as needed (iterative process)
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1. Strategy
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Publication

What will the story’s lifecycle look like?
Publication

*What will the story’s lifecycle look like?*

- Apply finishing touches
Publication
What will the story’s lifecycle look like?

• Apply finishing touches
• Execute promotional plan
Publication

What will the story’s lifecycle look like?

• Apply finishing touches
• Execute promotional plan
• Assess performance
Publication
What will the story’s lifecycle look like?

- Apply finishing touches
- Execute promotional plan
- Assess performance
- ID maintenance needs and plan
Publication

What will the story’s lifecycle look like?

- Apply finishing touches
- Execute promotional plan
- Assess performance
- ID maintenance needs and plan
Publication: Esri Korea's translated version
Publication: Esri Korea's translated version
Resources

- The Two Koreas: bit.ly/TwoKoreas
- Story Maps resources: bit.ly/StoryMapResources
- Story Maps Developers’ Corner: bit.ly/StoryMapsDevCorner
Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Select the Feedback tab

Complete answers and select “Submit”
## See Us Here

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<tr>
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