Design Story Maps for Emotional Impact

John Nelson

Jennifer Bell

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@jbellmaps
Who? John Nelson and Jennifer Bell intros
What? Overview of popular story map templates
How? Demos of Map Series, Cascade, and Map Tour
What’s new? Themes, auto-play, story actions, and more!
Pro Tip Jam Fest Tall media, vignettes, and more!
Q&A
Who is John? Who is Jen?

Hi, I'm John

Hi, I'm Jen
What are our favorite templates?

Map Series
- Tabs
- Bullets
- Categories

Cascade
- Narrative
- Immersive
- Transitions

Map Tour
- Places
- Sequential Stops
- Top 10s
- Things to Do
- Walking Tours
Let’s see this stuff in action!
Demo:
How To Map Series
Demo:
How To Cascade
Demo:
How To Map Tour

The Lost Palms Oasis Trail is a total of 7 miles to the east and back. Add a couple miles if you'd like to explore Inspiration Point and scramble around the Lost Palms Oasis.
What new with Story Maps?

**Cascade**
- Map builder
- Auto-play option
- Print option
- Light and Dark themes

**Map Series**
- Story Actions

**Map Tour**
- Side-panel layout in Map Tour

Check out Owen Evans’ What’s New in Story Maps blogs
Pro Tip Jam Fest

Cascade
- Tallllll media
- Hijack Cascade for your annual report/presentation/resume
- Make a list in Cascade with Shift + Enter

Map Series
- Add &embed to your URL to remove the title bar

General
- Use map images in some cases rather than full web maps
- Vector tile basemaps (Living Atlas)
- Shorten and split (How-To series with multiple story maps)
- Non-linear storytelling (e.g., comic book flashbacks)
- ArcGIS Online Assistant for story map color changing

Let’s hear from the crowd!
- Do you have any pro tips to share?
Resources

- How To Cascade: Media
- How To Cascade: Map Legends
- How To Cascade: Transitions
- How To Cascade: Sections
- How To Cascade: Multi-View Map
- Some custom vector tile basemaps
- My Stories
## See Us Here

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