W01-1: Analyzing a Story Map

For a warm up, this worksheet introduces two basic tenets of creating story maps. First, you will explore the different immersive blocks from the so called block palette currently available for creating a story map. Second, you will select and closely analyze a particular story map for its strengths and weaknesses. After completing this worksheet you should know the different immersive blocks currently available in the story maps builder and be able to analyze story maps based on different criteria for their creation.

Things you need for this worksheet

- M01-1: Brief overview of the story map immersive blocks
- ArcGIS StoryMaps

Learning log assignments


Different immersive blocks are recommended depending on the type of story map you want to create. Visit ESRI's Getting started with ArcGIS StoryMaps tutorial and compare the different immersive blocks presented in that section (see also M01-1).


Every map is based on a meta-narrative. Maps have certain objectives, which range from the simple visualization of a road network to propaganda purposes. In other words, maps are always a subjective narrative of the world. Visit ESRI's Storymap resources and choose a story map that stands out to you. Use the following questions to analyze one story map:

1. Which immersive block(s) did the author use? (sidecar with floating or docked panel, slideshow or guided tour - map or media focused)
2. What story is being told? (Topic and content, author(s))
3. Who is the target audience of the story map? (Necessary background and context information of the user(s))
4. What information is being communicated? (Geo data, map basics, factual information, etc.)
5. Technical implementation (Quality of presentation, possibility of the usage of media, map basics, etc.)
6. Who is the provider? (Free or commercial offer, access and software?)

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