

How to Map Data with Story Maps

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Agenda

- What makes a good data visualization?
- Examples and critiques
- ESRI Story Maps program: A brief tutorial and resources

What makes a good data visualization?

- The purpose of your visualization should be clear.
- The supporting data analysis should be rigorous, sound, and thorough.
- Your visualization should be easily accessible to your audiences.
- All visualization elements should reinforce the purpose.
- The design of the visualization should be aesthetically pleasing.

Examples of ESRI Story Maps

- The Water System in Rantoul, IL:
<http://ccgisc.maps.arcgis.com/apps/MapJournal/index.html?appid=f10a5d60e9094c3ca55973b1ef17107f>
- The Ebola situation report:
<http://maps.who.int/mapjournal/?appid=50e2afcb038f4f9fa5894212ab4abdde>
- The Living Wage Map:
<http://storymaps.esri.com/stories/2015/living-wage-map/>

Story Maps Tutorial and Resources

- How to make a Story Map (overview):
<https://storymaps.arcgis.com/en/how-to/>
- Detailed Story Map tutorial:
<https://storymaps.arcgis.com/en/app-list/map-tour/tutorial/>
- Five tips for making an effective Story Map:
<https://storymaps.arcgis.com/en/five-principles/>