Quickstart Guide to ArcGIS Online StoryMap

The McGraw Center for Teaching and Learning

ArcGIS Online is an online version of the popular ArcGIS software. A Geographic Information System (GIS) is software designed to store, manipulate, and analyze spatial data. Through Princeton’s ArcGIS Online portal, maps can be shared with other Princeton users or made public on the web. ArcGIS Online contains a wide array of basemaps and datasets with which to design and populate your map. Additionally, ArcGIS Online provides templates for digital storytelling in which student writing can be illustrated with images, audio, video, and interactive maps. The most frequently used template for courses is called StoryMap.

Getting Started

The ArcGIS Online portal can be accessed with a valid Princeton netid and password at the following address: https://pumagic.maps.arcgis.com/

After logging into the portal, you will find a menu in the upper-left portion of the screen:

**Gallery:** A gallery of all maps that have been made available within the Princeton University organization.
**Map:** The interface for creating maps.
**Scene:** A 3D Map viewer
**Groups:** Create user groups so that editing right to maps may be shared with several people.
**Content:** A listing of ArcGIS Online content belonging to you, to groups with which you are associated, the entire organization, and content that you have marked as ‘Favorite’. The Content page also gives you access to ‘Living Atlas’, a collection of geographic information from around the globe, including maps, apps, and data layers.
**Organization:** Information about your organization, Princeton University GIS

Creating a StoryMap

In addition to maps, ArcGIS Online can also be used to create online ‘apps’ that can take advantage of the maps available in ArcGIS. A StoryMap is an ArcGIS application that provides the viewer with a written narrative that may contain images, audio, and video, and can optionally include relevant maps that help to tell a story.
Select the **Content** tab from the main menu within ArcGIS Online. The Content page displays, by default, a list of all the content you have created in ArcGIS Online. Click the **Create App** button to display the options for types of things you can create. Select **StoryMaps**.

After the *Story Builder* loads, provide a title and subtitle for your story.

At this point, you may want to change the design of the StoryMap. Select **Design** from the upper-right portion of the screen. This allows you to change a few (but not many) aesthetic aspects of your story.

Elements (**content blocks**) may be added to the page by using the pale green plus-sign icon. The options window gives you the option of including a wide variety of elements, including, text, images, audio, video, etc.

Most of the elements, such as text, maps, video and images, get inserted sequentially, producing a web page-style layout in which the user will scroll vertically down the page. A few elements, under the heading **Immersive**, create slideshow or annotated map elements. These are elements for example that can contain many text/image blocks that animate an associated map, or can lead the viewer through a horizontal sequence of images and descriptions.

Continue adding elements to your page (or to your immersive element). Note that when adding maps, you will be presented with several options. The **Add a Map** page allows you to select from maps that you have created on the ArcGIS platform or from a library of pre-made maps offered by ArcGIS, called **Living Atlas**.

**Save and Share**

Your StoryMap is automatically saved while you work on it. When you are finished however, you may want to share your StoryMap with others. Find the **Publish** dropdown menu in the upper-right corner. This menu will give you the option to share the StoryMap with the organization (Princeton University) or with the entire world. After you have done this, you can simply share the web address (URL) or the StoryMap with others.