PRT 240 – STORYMAP FINAL PROJECT

ASSIGNMENT OVERVIEW

You will use ArcGIS StoryMaps (https://storymaps.arcgis.com/) to create an original StoryMap. Your StoryMap will showcase either a) the organization where you did/are scheduled to do your internship OR b) an organization where you would like to work. As part of your internship/job, you've been tasked with demonstrating the great work done by that organization – highlighting programs or facilities, showcasing communities served, or promoting fundraising efforts.

Storymaps use geography as a means of organizing and presenting information. They tell the story of a place, event, issue, trend, or pattern in a geographic context. They combine interactive maps with other content—text, photos, illustrations, video, and audio. When data and stories are used together, they resonate with audiences on both intellectual and emotional levels, which means they can be more effective than text alone.

The overall goal of the assignment is to practice effective communication of geospatial data for a general audience. You will need to do some research and gather information to provide evidence, to inform any conclusions you might make, and to provide perspective.

You are expected to add and/or create data and supporting content (photos, websites, videos) to "tell the story" of the organization or project. You may choose to perform analyses to support the story (e.g. hotspots, viewsheds, watersheds). Leverage all of the skills that you've learned in class. Feel free to run your ideas by the instructor or TA for feedback.

The StoryMap Project is worth 25% of your grade. Project components:

StoryMap	55%
Presentations (recorded through ScreenCast)	10%
Peer-Review of Presentations	5%
Report	30%

PROJECT REQUIREMENTS

Project Components
1. Storymap first draft and recorded presentation due (11/13)
2. Presentation/Storymap peer review due (11/17)
3. Final Storymap and Report due (11/20)

1. **The StoryMap (Due 11/20 11:59 pm)**

The best Storymaps are both scientifically interesting and creative, innovative, and beautiful in writing, design, and appearance. You will be evaluated primarily on content, but a significant amount will be based on the quality of the writing, and the appearance (design, organization) of your Storymap. You should include custom pop-ups with tables, photographs, and charts in your Storymap that contribute to the understanding of the maps themselves. You need to cite the sources of any data used. The Storymap must contain a map that you created in ArcGIS online. This can be anything from a location map to a full analysis, whatever is appropriate for your project.

StoryMap Rubric

Content (50%)	✔ Clear objective and a strong message ✔ Scientifically accurate information ✔ Thorough research ✔ Clear and logical connection to associated images and maps ✔ Clear and logical connection to associated text and data ✔ **StoryMap must contain one map made by you in ArcGIS online!**
Writing/Text (20%)	✔ Clarity of writing ✔ 2-3 points supporting one specific message ✔ Good use of effective storytelling tools & skills ✔ Paragraphs have strong topic sentences link to each other in a logical way ✔ Appropriate use of citations in text, images, maps; complete list included at end
Appearance (25%)	✔ Includes map(s) – usefulness, complexity, content ✔ Includes pop-ups with data, tables, text, and/or pictures ✔ Design – aesthetically pleasing, easy to read, appropriate colors & fonts ✔ Logical organization and layout
Creativity (5%)	✔ Innovative idea or design or content ✔ Creative use of language

2. **Project Report (Due 11/20 11:59 pm)**

Project Reports should be around 3 pages (1.15 spacing; 12 pt font) and should include the following sections:

1. Overview and Objectives
    a. What is the organization you are focusing on?
    b. Why is the story you are telling important?
2. Contents of the StoryMap and rationale for inclusion
3. Next Steps - what data or other resources would you add to the map if you could?

Proofread carefully and ensure proper grammar.

3. **Presentation (Due 11/13 11:59 pm)**

Recorded 5-7 minute presentation that includes:

1. Background information on the organization and the key elements you wanted to highlight with the map.
2. A "walk-through" of the map, explaining each section and providing context and details of the analysis.
3. Next steps - what data or other resources would you add to the map if you could?

4. **Peer Review of Presentation (Due 11/17 11:59 pm)**

You will review TWO recorded presentations and provide the following feedback:

1. What was done well in this StoryMap?
2. Are there any sections where the author could improve clarity?
3. Do you have any design suggestions?
4. What more would you like to know about this organization?

You are welcome and encouraged to provide feedback and comments beyond those outlined above, if they are constructive. Use this feedback to improve your own Storymap.