Story Map Project Proposal

Story Map Project

This semester you will create a Story Map using ArcGIS Online. The goal of this project is for you to design a Story Map that communicates something interesting about a topic that is of interest to you. You will be presenting your final Story Map to the class at the end of the semester.

Before writing your project proposal, you should read *Storytelling with Maps: Workflows and Best Practices* available at http://storymaps.esri.com/downloads/Building%20Story%20Maps.pdf.

Proposal Requirements

The purpose of the proposal is for you to communicate your plan of action for your Story Map, including the topic, data sources, and timeline. The next sections detail how your proposal should be formatted.

Writing Clarity

I expect your proposals to be clearly and professionally written. Take the time to read your proposal out loud to catch any spelling or grammar mistakes. You may need to write several drafts of the proposal to ensure that your writing clearly communicates the goals of your project.

Format

Your proposal should be divided into several sections, described below. Each section should have a header that clearly delineates each section. At a minimum, one paragraph should be written for each section.

Save your final Word document with the following naming convention: Proposal_LastName_FirstName.

Content

Your proposal must include the following sections:

1. Introduction

This section introduces your topic, provides background information, and describes the scope of your project. This section communicates the purpose of your Story Map. You should include background information that is relevant to the project. For instance, if I were creating a map about biking infrastructure in Washington D.C., I would include background information such as: over the last decade bike ridership in D.C. has grown x% (citation), however, biking infrastructure has not been added to the city in an equitable manner. This section should communicate why you are creating your Story Map and why the story is worth telling.

You should define the scope of your project in this section. Detail the scale and area of interest for your project (state, city, national, etc). Also include the time period you are covering, if applicable.

2. Data Acquisition and Preparation

This section should list all of the data layers you intend to include in your Story Map as well as the source for each one. You may use bullets or a table for this section. Please include links to the

source if you have identified the source. If there are any sources that you have not yet identified, please make a note of that. For example, if you were making a map of bike trail with points of interest, your data list might look something like:

Data	Source
Bike Lanes Polylines	DC GIS Clearing House
Points of Interest	CSV of Points of interest by latitude and longitude compiled by the Outdoor Adventure club.

If your data needs to be transformed in any way, you need to detail out what needs to be done and how you plan to accomplish this. For example, if you collect GPS units that are in a GPX format, you will need to convert it to a shapefile.

3. Story Map Concept

Review the App List that describes the different Story Map templates: http://storymaps.arcgis.com/en/app-list/.

Use this section to describe which template you are planning on using. Make sure you choose one that is available to be hosted on ArcGIS Online (cloud symbol).

Consider what text, pictures, pop-ups, etc you plan to use to tell your story and describe each element in this section.

4. Project Timeline

It is best to break larger projects into smaller, more manageable tasks. Make a list of everything you need to do to accomplish this project. Next, take a look at your calendar. Propose a completion date for each step. Make your task list as detailed as possible. As an example:

Acquire all data	10/30/2015
Load all data into a map on ArcGIS Online	11/6/2015
Complete Draft Map	11/8/2015
Create a Story Map App	11/10/2015
Have a Friend or Classmate Test Story Map	11/24/2015
Present Final Story Map	12/4/2015

Your project timeline should be more detailed than this example.

5. Purpose

In this section, write about what the expected purpose of your project will be. What will your map communicate? What will the impact of your map be? Who will benefit from your map?

You may add additional sections as you see fit, but you must include the above sections.