

## Telling vs. Selling a Story

The purpose of this assignment was to create an ArcGIS StoryMap focused on a topic that has a clear and significant impact on geography. Using the Guided Map Tour template on StoryMap, the project would showcase significant locations that supported the broader theme, incorporating text and multimedia to help the user learn more about that location and its connection to the theme. My StoryMap focused on ten cities with some of the best public transit infrastructure in the world. The text content for each location helped the user learn about *why* the public transit in these cities is so effective, and multimedia elements - including images and audio files - taught them more about the specific city and its infrastructure.

Utilized **ArcGIS StoryMaps** to create an engaging guided tour through ten locations relevant to public transit accessibility.

Integrated spatial data with research material to give the user more information about each location on the **Guided Map Tour**.

Connected audio material to several locations on the tour to integrate multimedia and create a well-rounded experience.

Designed a well-balanced and visually appealing StoryMap web page, choosing a theme and layout that matched the overall concept for the page.

Drew connections between spatial elements and the larger importance of the theme, highlighting the broader significance of public transit in terms of a shifting climate and culture.

