

StoryMap Interpreting Women's History in DC

Purpose and Goal

This comprehensive final assignment brings together all the work you have completed during the semester. Building on your Preliminary Project Plan and Draft Narrative, you will design and publish a complete ArcGIS StoryMap interpreting the history of women in Washington, D.C.

The StoryMap should connect 5–6 historic sites through a coherent theme, tailored to a specific audience. It should demonstrate professional standards in historical research, interpretive writing, and digital design.

Learning Objectives

By completing this assignment, you will be able to:

- Demonstrate mastery of interpretive planning by connecting multiple historic sites through a theme.
- Prepare effective and engaging interpretive content through research and writing.
- Create an interpretive experience appropriate for a defined audience.
- Create a digital storytelling product using ArcGIS StoryMaps.
- Synthesize historical research, images, and maps into a compelling narrative.
- Integrate the three elements of interpretation — audience, content, and design — into a public-facing project.
- Describe the significance of women's history in D.C. and its contribution to broader public understanding.

Scenario

The White House Historical Association (WHHA) has commissioned you to produce a StoryMap interpreting women's history in Washington, D.C. The StoryMap will serve as a digital public history resource to engage students, residents, and tourists with stories of women and the city's historic sites.

As a consultant, you are now submitting the final StoryMap and a memorandum to Stewart McLaurin to share the completed project with WHHA staff for their review and approval.

Products or Deliverables

You will submit:

A completed ArcGIS StoryMap (published online) that includes:

- Audience definition (Grade 3–5 students, adult residents, or adult tourists).
- Theme statement connecting all 5–6 sites.

- 5–6 site entries (150–200 words each).
- Introduction (200–300 words) and conclusion (100–150 words).
- At least one image, map, or object per site, with full citations and credit lines (credits can be on a separate page)
- Bibliography (Chicago style).
- Coherent sequence and effective use of StoryMap features (maps, layouts, captions, navigation).

A professional memorandum addressed to Stewart McLaurin, President of the White House Historical Association. The memo should:

- Follow the *FranklinCovey Style Guide* and *Chicago Manual of Style*.
- Provide the URL link to your StoryMap.
- Explain the purpose of sharing the StoryMap for staff review and approval.
- Summarize the StoryMap’s audience, theme, and interpretive approach.
- Highlight how the project integrates audience, content, and design.
- Note challenges you encountered and how you addressed them.

Instructions

1. Final Audience and Theme

- Confirm your chosen audience.
- Revise your theme statement as needed.

2. Draft and Revise Content

- Write text for 5–6 sites (150–200 words each).
- Prepare introduction (200–300 words) and conclusion (100–150 words).
- Revise based on feedback from earlier assignments.

3. Select and Cite Visuals

- Include at least one image, map, or object per site.
- Provide complete citations and credit lines for all visuals.

4. Design the StoryMap

- Use ArcGIS StoryMaps: <https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview>
- Organize sites in a logical sequence.
- Pair text with visuals effectively.
- Use design features (headings, layouts, captions, sidecars, express maps) to engage your chosen audience.

5. Write the Memo

- Address to: Stewart McLaurin, President of the White House Historical Association.
- Follow the Writing Professional Memos handout.

- Include the StoryMap URL and a concise overview of the project.
- Summarize audience, theme, interpretive approach, and integration of audience–content–design.
- Briefly discuss challenges and how you resolved them.

6. Prepare and Submit

- Submit your published StoryMap URL and the memo as a PDF.
- Filename format for memo: [yourlastname]-StoryMapMemo-2025-12-15.pdf
- Submit to Blackboard before the deadline. Do not email your submission.

Hints and Tips

- Test your StoryMap: Make sure links, images, and navigation work on desktop and mobile.
- Keep it visitor-friendly: Short paragraphs, clear headings, and accessible language.
- Balance text and visuals: Avoid text-heavy pages; let images and maps do interpretive work.
- Use citations and credit lines consistently.
- Treat the memo as professional communication: clear, respectful, and focused on the WHHA audience.

Sample Memo Template:

TO: Stewart McLaurin, President, White House Historical Association

FROM: [Your Name], [Your GW Email]

DATE: [Submission Date]

SUBJECT: Final StoryMap Submission on Women in Washington, D.C.

I am pleased to share my completed ArcGIS StoryMap on women in Washington, D.C., prepared for the White House Historical Association for your review and approval. Please let me know if you have questions or suggestions.

The StoryMap is designed for [target audience] and connects [5–6] historic sites through the theme: “[theme statement].”

The StoryMap can be viewed here: [Insert URL link]

This project integrates the three elements of interpretation:

- Audience: [1–2 sentences on how audience needs were addressed]
- Content: [1–2 sentences on research, sources, and stories]
- Design: [1–2 sentences on sequencing, visuals, and digital layout]

During the process, I encountered [briefly note one or two challenges], which I addressed by [how you resolved them].

Grading

Your final StoryMap project and professional memo will be evaluated across six categories. Each category reflects core skills in interpretive planning, digital storytelling, and professional communication. Your final grade represents holistic mastery at the graduate level.

1. Interpretive Theme and Audience Alignment (20%)

Excellent (A)

- Theme is clear, original, and consistently applied.
- Site selection strongly supports the theme.
- Writing and design show deep understanding of the chosen audience.

Satisfactory (B)

- Theme is present but may be unevenly applied or overly broad.
- Sites generally relate to the theme.
- Audience needs are partly addressed.

Below Expectations (C or lower)

- Theme is vague, inconsistent, or unsupported by the sites.
- Audience not meaningfully considered.

2. Historical Research and Accuracy (20%)

Excellent (A)

- Research is accurate, thorough, and well-synthesized.
- Interpretation shows insight and strong command of women's history.
- Claims are well supported with credible sources.

Satisfactory (B)

- Research is generally reliable but may lack depth or synthesis.

Below Expectations (C or lower)

- Major inaccuracies, unsupported claims, or weak sources.

3. Narrative Writing and Organization (20%)

Excellent (A)

- Writing is polished, clear, engaging, and concise.
- Narrative flows logically with strong introductions and transitions.
- Stories highlight historical significance.

Satisfactory (B)

- Writing is understandable but may include awkward transitions, unclear passages, or limited interpretive depth.

Below Expectations (C or lower)

- Disorganized, unclear writing that hinders understanding.

4. Digital Design and Use of StoryMap Features (20%)

Excellent (A)

- Layout, sequencing, and multimedia reflect excellent design choices.
- StoryMap features (Sidecar, Express Maps, captions, layouts) enhance interpretation.
- Smooth navigation on desktop and mobile.

Satisfactory (B)

- All required elements present but design may rely heavily on defaults or feel uneven.

Below Expectations (C or lower)

- Poor layout, unclear structure, or missing required StoryMap components.

5. Visuals, Citations, and Accessibility (10%)

Excellent (A)

- All visuals are high-quality, relevant, captioned, and properly credited.
- Chicago-style bibliography is complete and accurate.
- Accessibility features (alt text, clear headings) are included (bonus for this course).

Satisfactory (B)

- Visuals or citations contain minor issues or inconsistencies.

Below Expectations (C or lower)

- Missing citations, copyright issues, or inaccessible content.

6. Professional Memo Quality (10%)

Excellent (A)

- Memo follows FranklinCovey guidelines precisely.
- Communicates the project clearly and concisely for an executive audience.
- Professional tone and formatting throughout.

Satisfactory (B)

- Memo meets basic requirements but may lack clarity, concision, or complete structure.

Below Expectations (C or lower)

- Memo is incomplete, unclear, or not formatted professionally.

Overall Holistic Assessment

- A (94–100): Exceptional professional-quality work with no major weaknesses.
- A– / B+ / B (84–93): Strong, consistent work with minor or moderate issues.
- B– (80–83): Meets minimum graduate-level expectations with significant weaknesses.
- C or below: Work is incomplete, inaccurate, or not suitable for graduate-level standards.