

SAMPLE

Google earth outreach

2011 Vancouver Workshop Participant Worksheet

Name: Emily Limm

Organization: Save the Redwoods League

Challenge: Raise awareness and get downloads for redwood citizen science mobile app

Overall goal of map: Show importance of redwood trees, how

range shrank over time, how citizen scientists can use mobile
What data do I have? app to help save Redwoods
(examples: spreadsheets, GIS data, GPS data, photos, videos, etc.)

1. Shapefiles of redwood range
2. CSV of locations of redwood fossils
3. Photos of redwoods and species unique to redwood forest
4. audio recordings of animals in forest
5. 3D models of redwoods plus Statue of Liberty and person for height comparison
(add additional data to end of document)

What tool(s) will I use?

(examples: Google Earth, Fusion Tables, Charts API, etc.)

1. Google Earth Pro (need Pro features to import shapefiles, CSV, make movie)
2. 3D Warehouse (for Sketch Up models)
3. Audacity (audio recording) and Photoshop (image work)
(add additional tools needed to end of document)

→ Data, cont'd

6. screenshots of mobile app

7. KML file from iNaturalist showing redwood observations

8. Text, to be recorded for tour narration

SAMPLE

My "To Do" List

(examples: refining/cleaning data, uploading data, styling data, recording audio for tour, etc.)

1. Plan tour storyboard, including text and all data.
2. Import shapefiles of redwood range into Google Earth Pro, Save to KML file.
3. Import CSV of fossil locations w/Pro, save to KML file.
4. Resize photos for Google Earth. Save in "files" folder w/ KML file.
5. Have Peter Coyote record audio - save audio file in "files" folder.
(add additional to-dos to end of document)

What will I do today? - Import shapefiles + CSV and style in Earth (#2 & 3)

- Import 3D models and position (#6)
- Download KML of redwood observations and style (#9)
- Create screen overlay of logos (#10)
- Save all of this in KML.

Estimated completion date: 1-2 months from now

Questions for Google Earth Outreach team: _____

- How do I create a screen overlay of a logo?
- What's the best image file type & resolution for Google Earth?
- How can I animate my 3D models in the tour?

6. Import 3D models using Google Earth Page 2 of 2, save to KML.
7. Download KML of redwood observations from iNat. Open in Earth and save to KML.
8. Create a "call-to-action" pop-up balloon for end, w/ link for viewers to download mobile app. Save to KML.
9. Create a credits image and put it in KML as a screen overlay. Save image in "files". Continue on back →

While the projects cited on this worksheet are real, the comments were created by the Google Earth Outreach for the purpose of this workshop and do not reflect the thoughts or opinions of real people.

10. Get Save the Redwoods logo image and put it in KML as screen overlay. Save image in "files" folder.
11. Create a tour according to storyboard, using all materials. A lot of coding! Package tour as KMZ.
12. Review tour w/ key stakeholders, incorporate any feedback.
13. Create a movie file from tour.
14. Host final KMZ at public URL for downloading.
15. Upload movie file to YouTube for viewing.
16. Launch Redwood tour on same day as mobile app with lots of promotion on our website, Twitter, Facebook and press release.