



Google Earth v. 5.0

Creating Media Rich Tours

This work has been updated with permission from David Jakes – <http://jakesonline.org>



This work is licensed under the Creative Commons Attribution-NonCommercial-No
Derivative Works 3.0 United States License. To view a copy of this license,
visit <http://creativecommons.org/licenses/by-nc-nd/3.0/us/> or send a letter to
Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

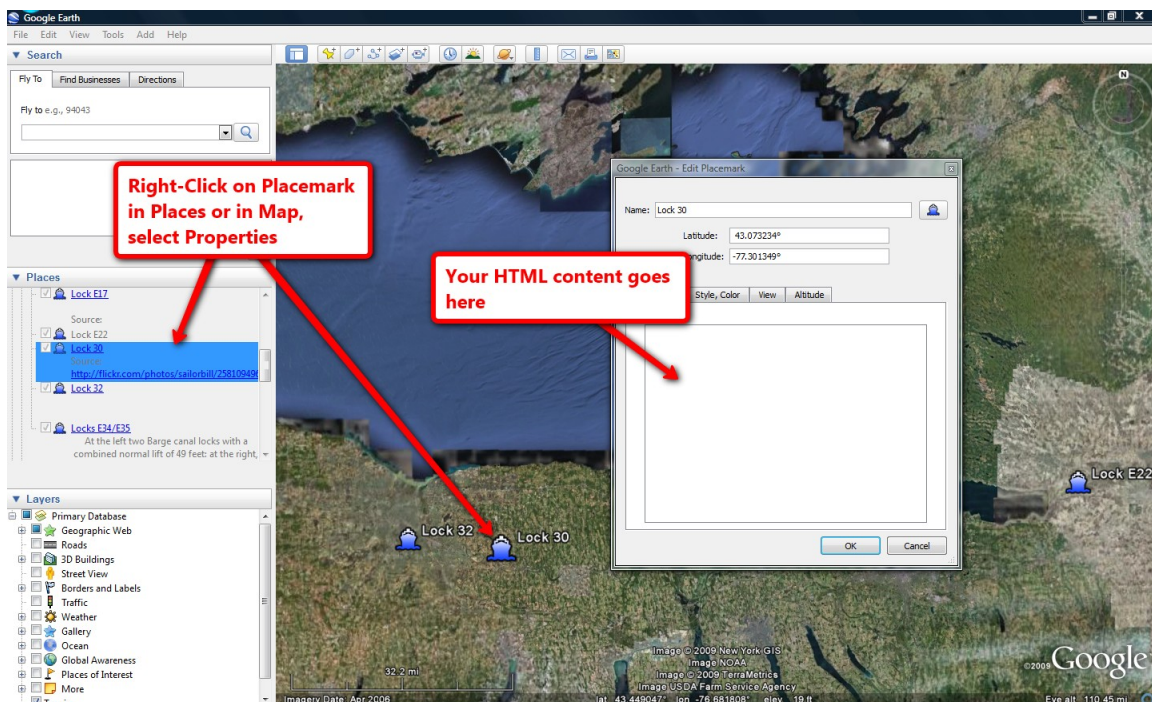
Google Earth Graphic: <http://tempest.deviantart.com>

Creating Content in Google Earth

Creating content in Google Earth enables a user to create personal Google Earth files. While this is not exceptionally difficult, there are some specifics that you need to know.

Working with Placemarks

You can place more interesting information in Google Earth placemarks. Placemarks are the push-pins or other icons that you click on when you are using Google Earth. When you click on a placemark it opens a placemark window (a.k.a. - bubble), that displays the information that has been added to the placemark.



Types of information that you can include in a placemark

- Text
- Images
- Hyperlinks – links to other web sites
- Video (i.e. - YouTube)
- Other specialized web content (i.e. - PowerPoint files using [Slideshare.net](http://www.slideshare.net))

Adding Your Content

Users can add text into a placemark by simply typing into the placemark, however, changing the font, color, size of the text is not available in Google Earth (yet). So, adding formatted text and other content (see list above) requires entering HTML code into the placemark window.

Because most users do not know how to write HTML code, we will use an online HTML editor to create the code for inserting into our Google Earth placemarks. The purpose of using the HTML editor is:

- to create your content without having to know how to write HTML code
- to copy/paste the HTML code created for your content into your Google Earth placemark window

The online editor looks similar to a word processor and uses a similar WYSIWYG editor (pronounced *wizzy wig* for What You See Is What You Get). Below is the link to the online HTML editor:

- [HTML Editor](http://www.bnl.gov/itd/htmleditor) – <http://www.bnl.gov/itd/htmleditor>

Add Text

To add the text, simply type in the editor window. Change the text as you would in word processing software like Microsoft Word.

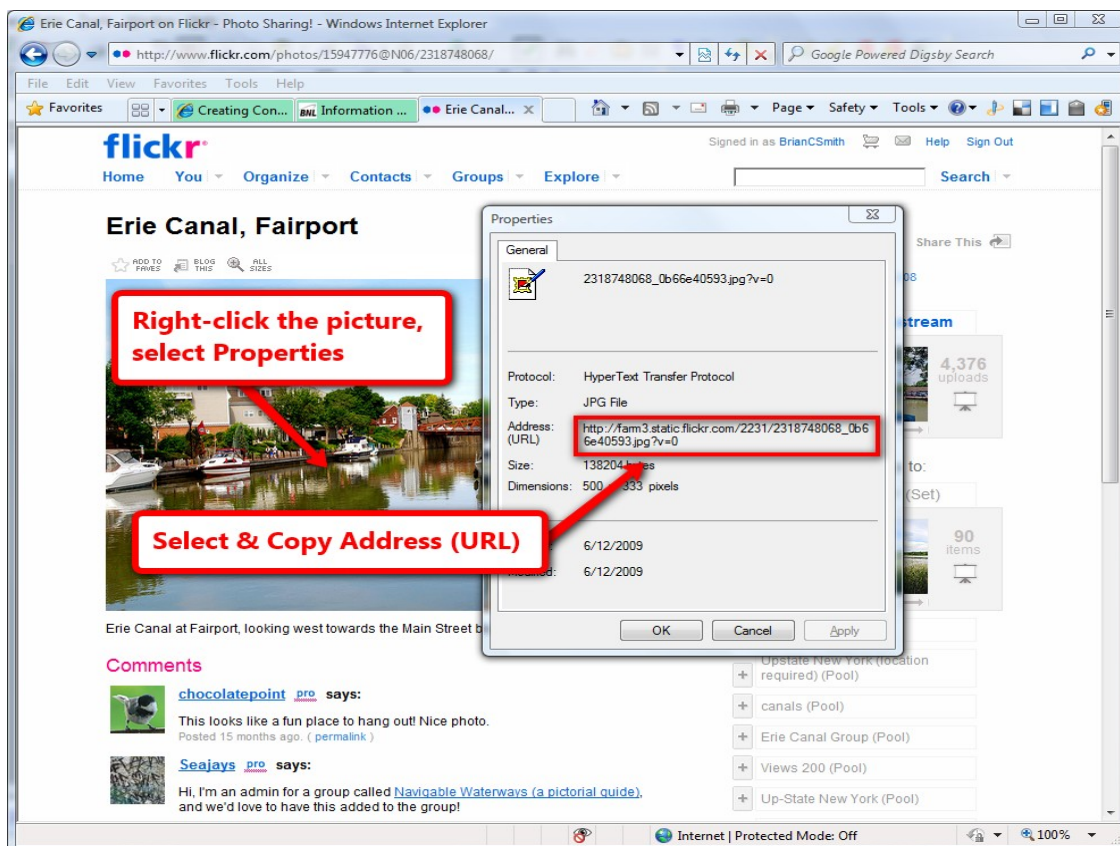
The screenshot shows the 'Online HTML Editor (v3.0.5)' interface. At the top, there is a navigation bar for the 'Information Technology Division' with links to 'BNL: Departments', 'Science', 'ESS&H', 'Newsroom', 'Administration', 'Visitors', and 'Directory'. Below this is a yellow warning banner: 'For this application will only be available to the Brookhaven National Laboratory user community.' The main content area includes a paragraph of text: 'This online HTML WYSIWYG editor is cross-browser compatible and will work with most popular internet browsers. Supported Browsers include: IE, Firefox, Mozilla, Safari, and Netscape.' A toolbar with various icons is visible, including a text color selector, undo, redo, link, unlink, insert link, insert image, and an 'HTML' button. Red callout boxes with arrows point to: 'Format text' (pointing to the text formatting icons), 'Type text here' (pointing to the main text area), 'Add a photo' (pointing to the insert image icon), and 'HTML button' (pointing to the 'HTML' button in the toolbar). At the bottom, a box titled 'Grabbing Your Code' provides instructions: 'After you have formatted your text above, press the (HTML) button located in the upper toolbar to convert and view your text in raw HTML code (Text Mode). Select your text by pressing (CTRL-A). Once the text is highlighted, copy & paste the HTML code into your application by pressing (CTRL-C) to copy and (CTRL-V) to paste.'

Adding Images

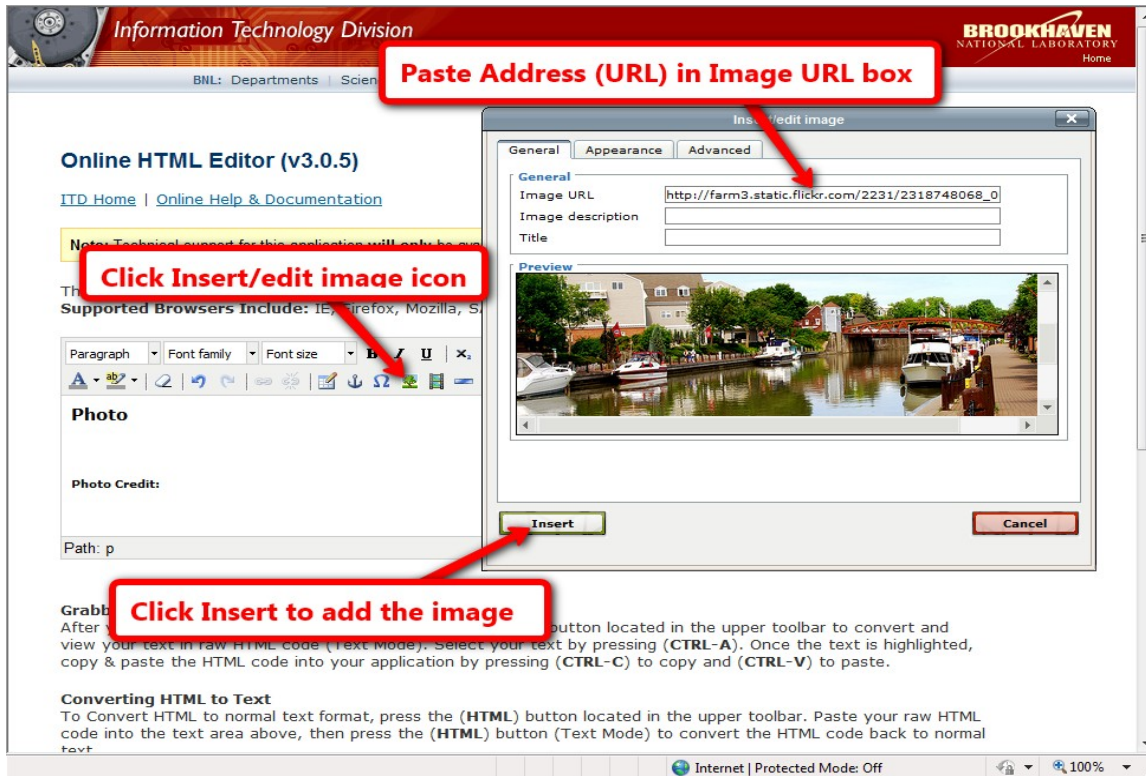
To add an image, find an image online, get the URL (web address) of the image by right clicking and selecting **Properties**, copy the address, click the image tool, and paste the address in.

NOTE: Keep in mind that you need to have permission to use photos that are not yours and credit should be given by providing or linking the original owner or the location of the photo.

1. Find an image on the web and **right-click** and select **Properties** in Internet Explorer or **Copy Image Location** in Firefox. If you are using Mozilla Firefox browser this is all you will need to do, the Address (URL) is already copied. If using Internet Explorer proceed to step 2 below.
2. Copy the **Address (URL)**



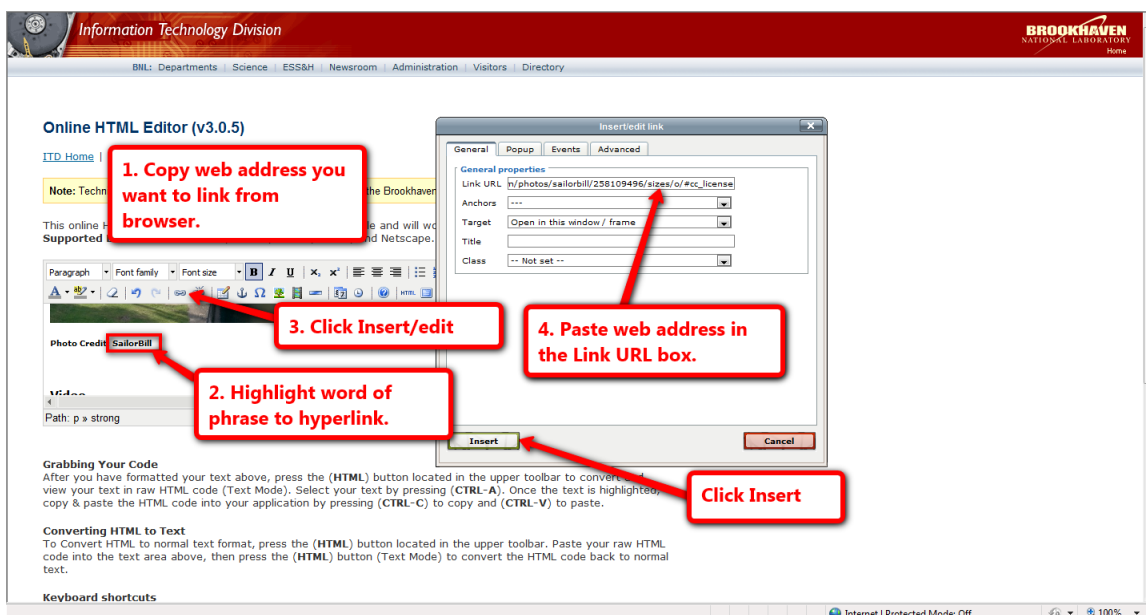
3. In the HTML editor, click **Insert/edit Image** icon
4. Paste the copied picture Address (URL) into the **Image URL** box
5. Click **Insert** to add picture to the HTML editor



Adding Hyperlinks

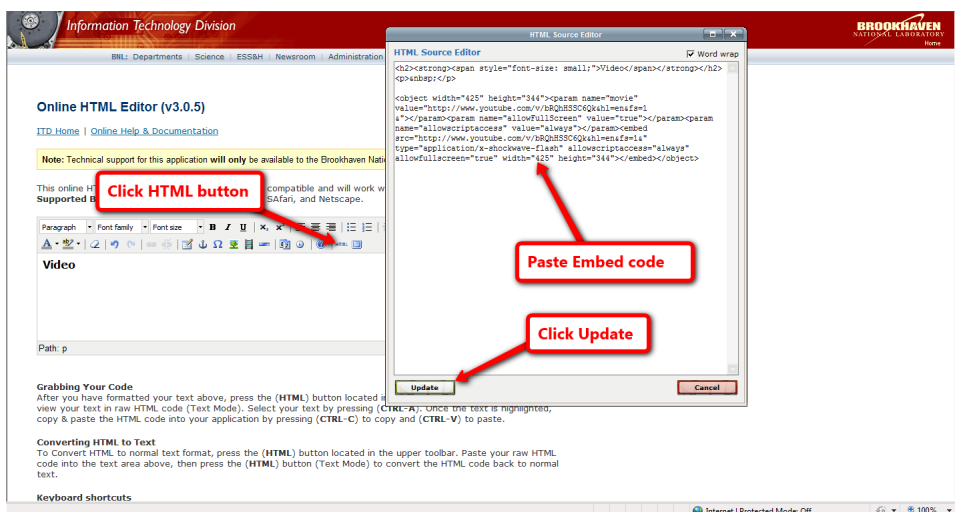
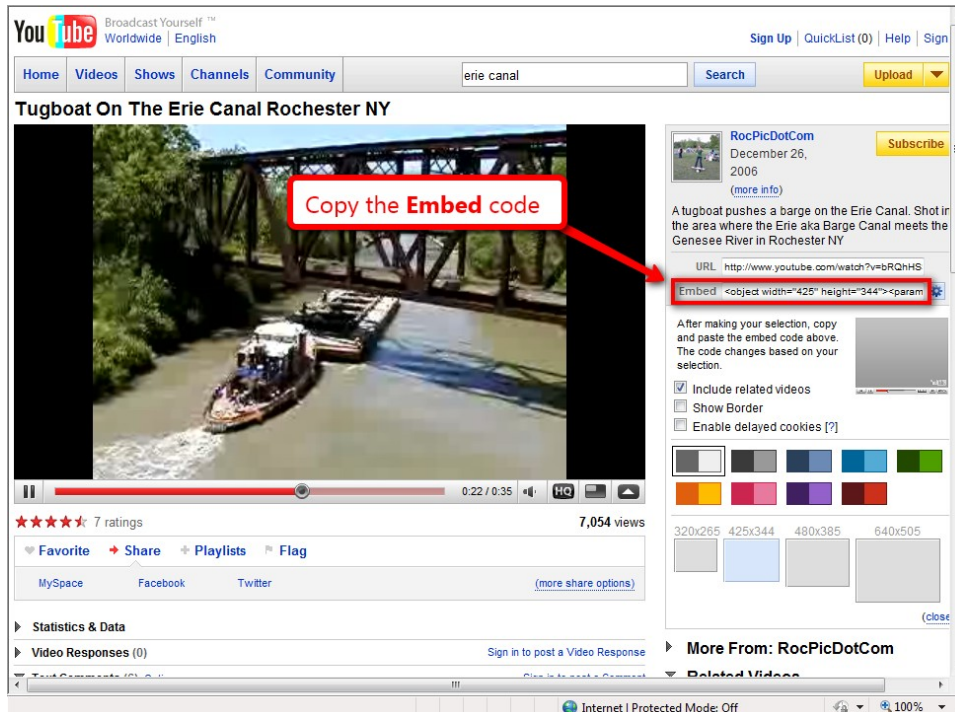
Type the text you want to become the link, highlight it, and use the link tool in the tools menu, and then paste or type the link (URL) in. Here is what it might look like:

1. Copy the web address from the site you want to link
2. In the HTML editor highlight the word or words you want to hyperlink
3. Click the **Insert/edit link** icon
4. Paste the web address in the **Insert** URL box in the window that appears



Adding Video Content

1. Go to the web site that contains the video you would like to add (i.e. - <http://www.youtube.com>)
2. Select the video you want
3. Highlight and copy the Embed code
4. Paste into the online editor, while in HTML mode (see below).

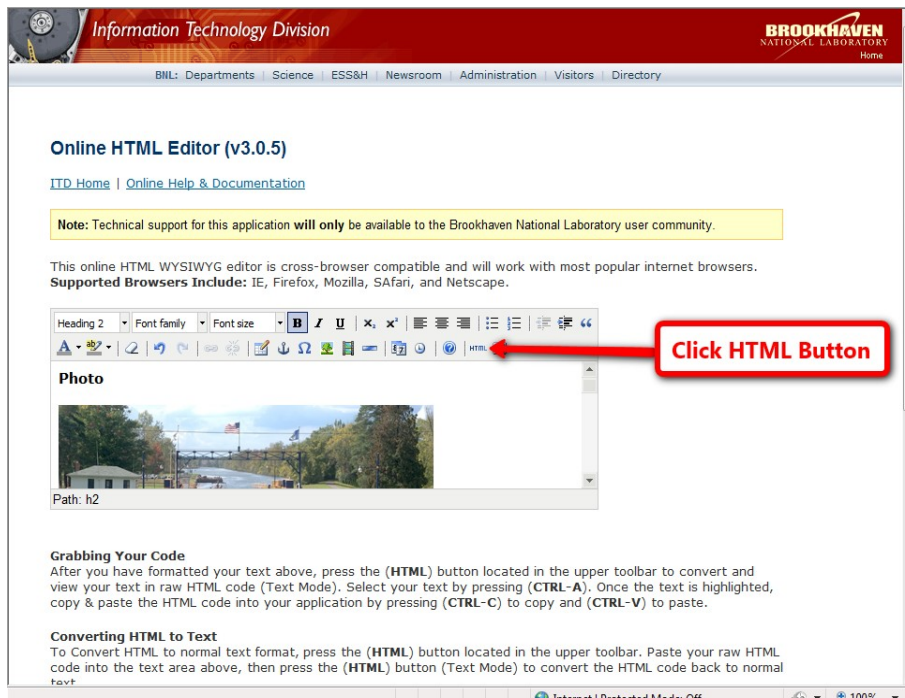


Getting Ready to Build the Placemark

Select all the HTML code (**Ctrl+A**) and copy it (**Ctrl+C**). You will be pasting this within the placemark you created in Google Earth.

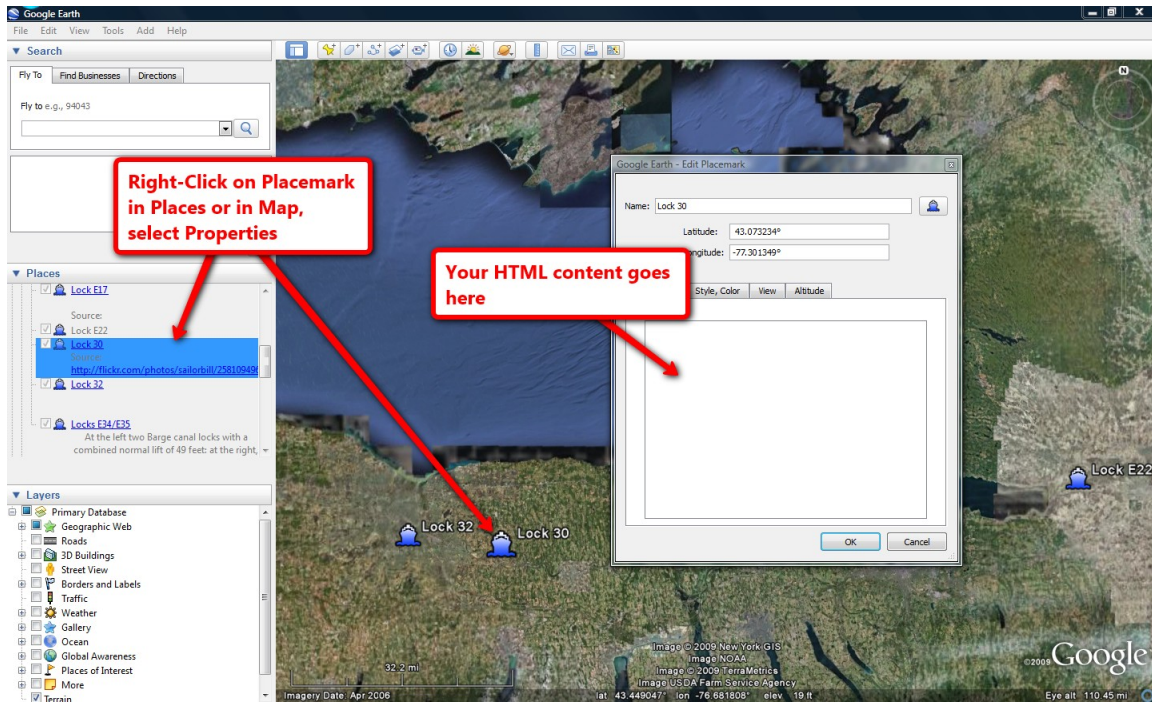
Copying the HTML Code

1. Click on the **HTML button** in the online editor, you can see the code (below)
2. Select All (**Ctrl+A**) and Copy (**Ctrl+C**) all the HTML code in the HTML window

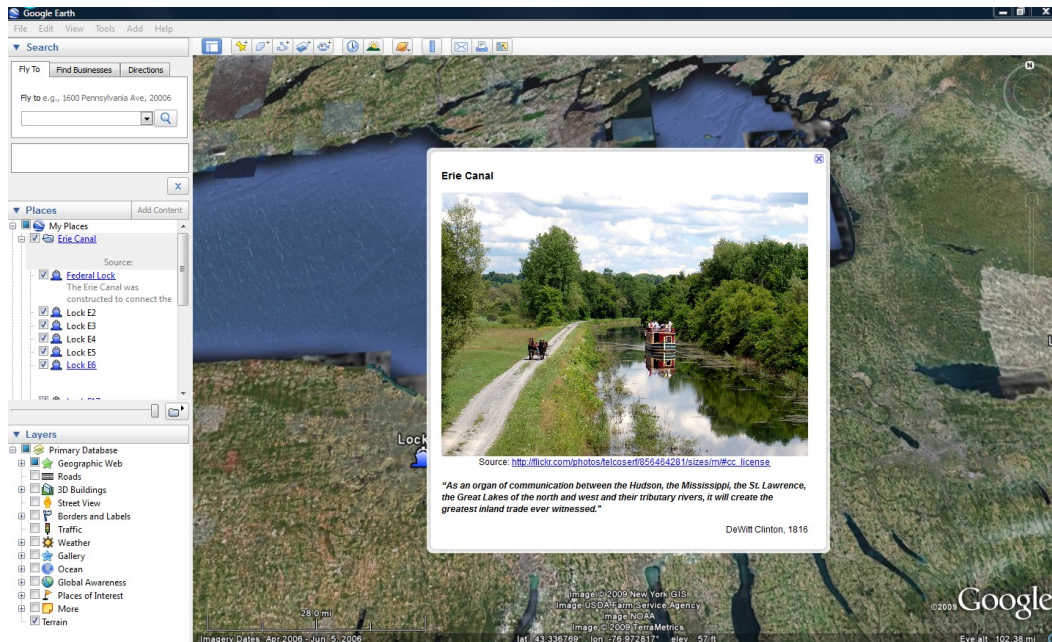


Adding the HTML code to Google Earth

1. Paste the copied HTML code from the online editor into the placemark
2. Click **OK**, and then click on the placemark itself in Google Earth.



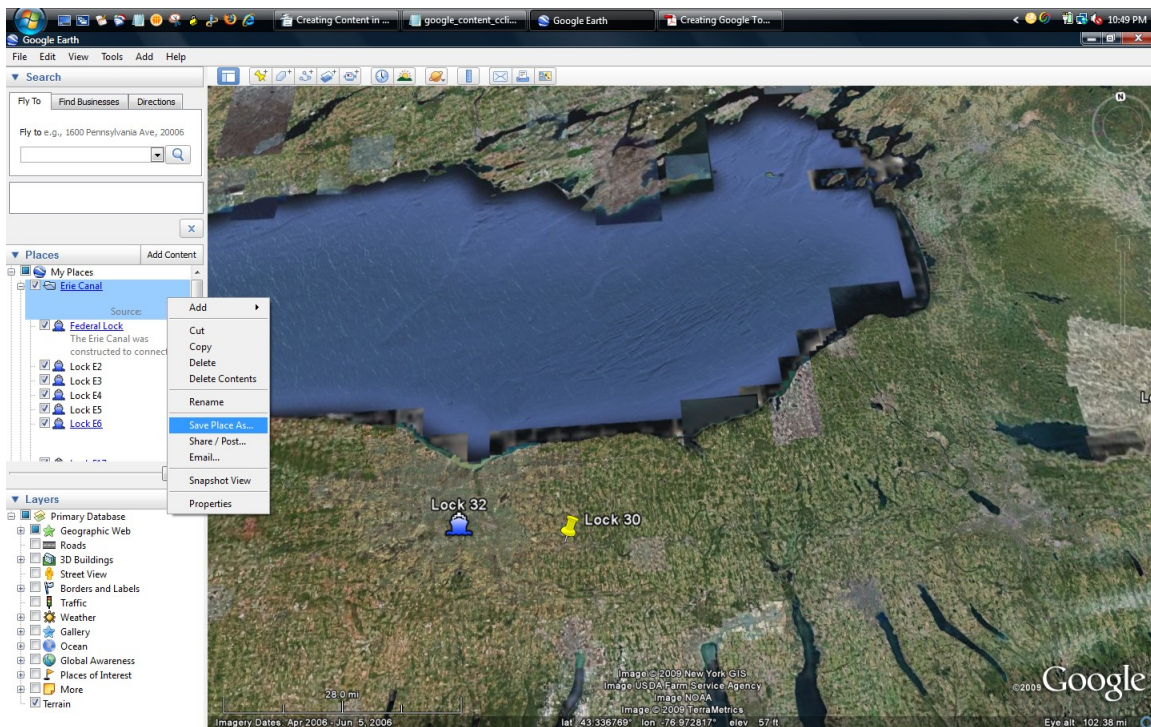
You're placemark with content is now finished. Clicking on the placemark will display the content you added in the placemark bubble (see below).



Saving a Folder

If you are working on a Google Tour, be sure the placemark is within the folder with other placemarks for the tour and save. Once a folder has been completed (or is still being constructed), save the folder on your computer, to a USB drive or to a network drive.

1. **Right-click** on the folder, select **Save Place As**.
2. Choose the location where you want to save your folder (.kmz file).
3. Name the file (i.e. - *yourfilename.kmz*)
4. Select the **.kmz** file format in the **Save as type** field, Click **OK**.



Saving Placemarks

After you've completed your placemark or you need to stop working, be sure to save your placemark. If your placemarks appear in the **My Places** folder under the **Places** panel it is saved on that computer. To save a placemark on a USB drive or network drive:

1. **Right-click** the placemark, select **Save Place As**
2. Choose the location where you want to save your placemarks file(s).
3. Name the file (i.e. - *yourfilename.kml*)
4. Select the **.kml** file format in the **Save as type** field, click **OK**

Creating a Tour in Google Earth

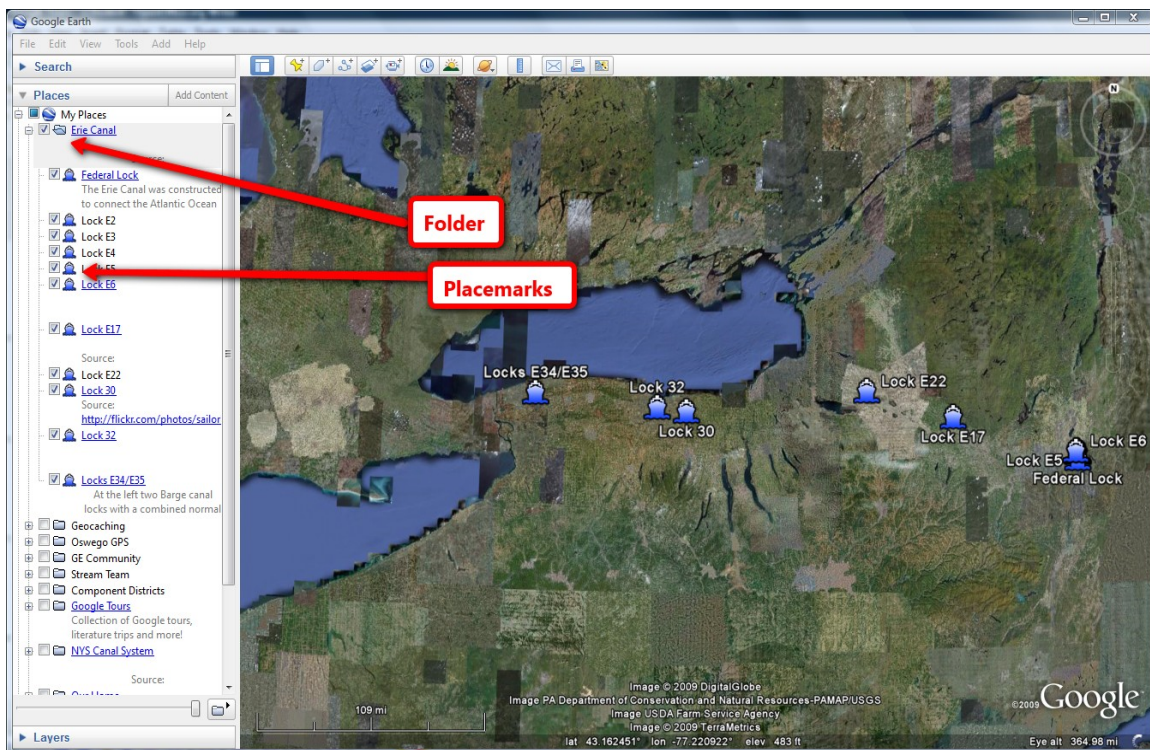
Organize Your Placemarks

Follow these steps for creating a quick tour:

- Create a new folder by clicking **Add > Folder** and name it so that you can identify it when adding placemarks for the tour.
- Start adding new placemarks to be included the tour (be sure they are added to the folder you created).

TIP: You can add placemarks you already have by dragging them into the folder.

- Once all placemarks are added to the folder, order them, top to bottom, in the sequence you would like them to appear when someone views the tour. To do this simply click and drag them in the desired order.

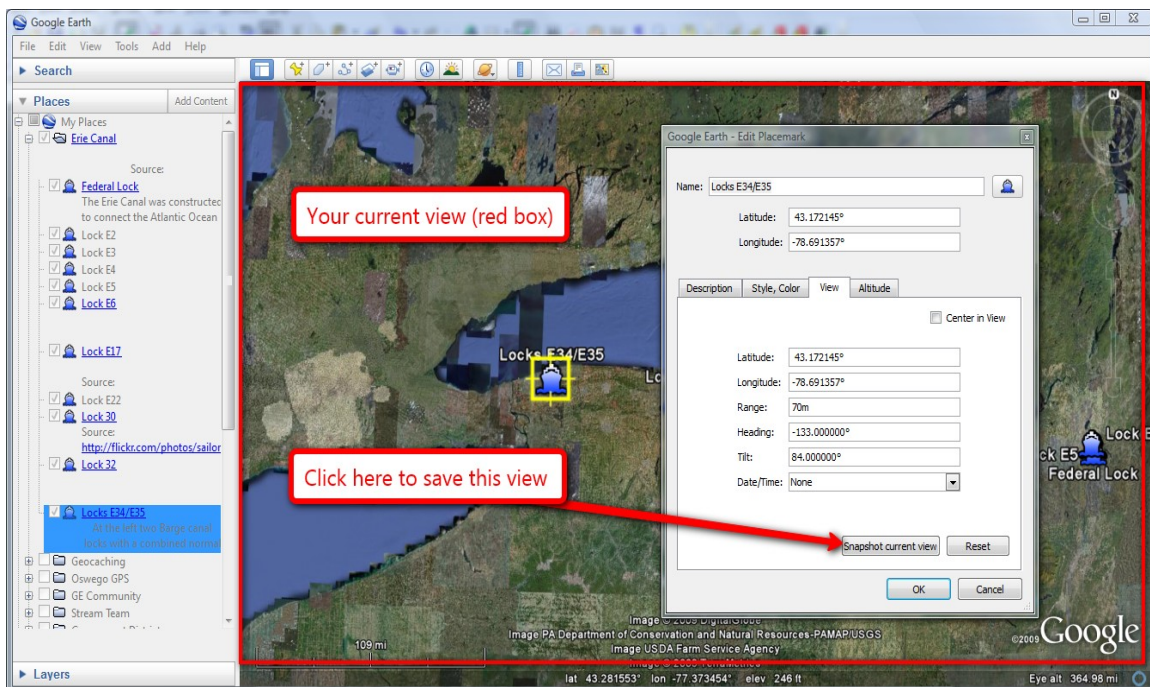


Changing Placemark Views

Adding tilt views of placemarks often gives the viewer a sense of flying from place to place and gives your tour different dimensions other than the traditional top down view. When you add a placemark, it will default to your current view (more accurately, what you see on your screen).

Follow these steps to change the way a placemark is viewed:

- Create or open a placemark and click the View tab
- While still in the placemark edit mode you can use your mouse or keyboard to change the view to how you would like it appear to those viewing the placemark.
- Once you have the view you want, click the *Snapshot Current View* button to set it.



Changing Tour Settings

Tours can be setup to simply fly through a set of placemarks, to get up close and personal with a Google Earth feature or display a dramatic elevation view.

To change tour settings or options click **Tools > Options** to bring up the Google Earth Options window. Click on the Touring tab to begin adjusting the settings for how tours are viewed.

When creating a tour from a folder:

Time Between Features (Placemarks)

Time Between Features is the amount of time that it takes to travel from one placemark to another. To adjust the amount of time between placemarks, enter the number of seconds or slide the bar to the desired length of time.

Wait at Features (Placemarks)

Wait at Features is the amount of time that Google Earth will wait at each placemark. To adjust the amount of time at placemarks, enter the number of seconds or slide the bar to the desired length of time.

