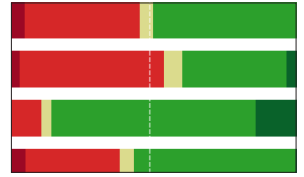
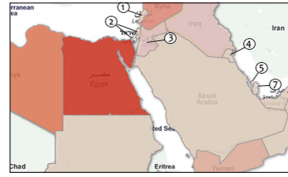
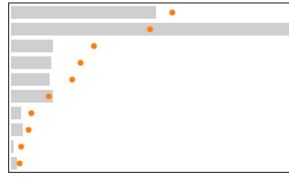
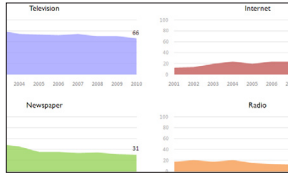
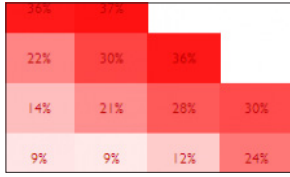


Training Courses Introduction to Data Visualisation



The Growth of Data Visualisation

Exponential advances in technology have provided us with ubiquitous means for creating, recording and mobilising incredible amounts of data. Where once data was scarce, now it is captured in abundance. Our attitudes as consumers have also evolved: we demand transparency and openness and yearn for visual insight to aid our understanding.

Yet, whilst we have access to fantastic tools and widespread capabilities for the storage, handling and analysis of data, the knowledge and techniques required to most effectively display and communicate data are somewhat neglected. In a cluttered, competitive world, a design approach based on intuition, instinct and personal taste is no longer sufficient to cope with, let alone exploit, this data overload. This is where data visualisation comes in.

Data visualisation is both an art and a science. It is an art concerned with unleashing creativity and innovation, designing communications that appeal on an aesthetic level and survive in the mind on an emotional one. It is a science aimed at understanding and exploiting the way our eyes and brains process information most efficiently, effectively and accurately.

The interest in data visualisation and its growth in popularity over recent times has been a remarkable story. As a result, organisations of all shapes, sizes and domain are now waking up to the realisation of its potential value.

Training Course Content

The objective of the training is to provide delegates with a comprehensive, contemporary introduction to data visualisation design. It will equip you with the most effective approaches to designing visualisations that help maximise impact and amplify cognition. You will leave the events buzzing with excitement about the foundation knowledge and practical capabilities you have acquired, inspiring you to take on future data visualisation challenges and opportunities with greater confidence and bullish know-how.

The main topics covered in the courses will include:

- » Historical background and modern context of data visualisation
- » Foundation principles of design and the human visual system
- » The essentials of chart design and selection
- » Approaches for different problem contexts
- » Exploration of the essential visualisation tools and resources
- » The visualisation design methodology and process
- » Applying critical thinking to visualisation design
- » Showcase of best practice examples and practitioners
- » Visualisation project case studies
- » Individual and group visualisation practice
- » Opportunities to explore your own data visualisation challenges

Who Should Attend?

The courses are suited for anyone who has responsibility for, or is interested in best practice approaches for visually exploring and communicating data.

You might be an analyst with large and complex datasets, or somebody who just wants to enhance the occasional management report. You might be an academic looking to share critical insights more effectively or you may belong to advertising and are looking to stand out from the crowd. You might be a programmer with no design training or a designer without programming skills. You might be in medicine, the media, engineering or the public sector.

The point is that there is no *typical* delegate. Data is everywhere and we've all got to do something with it, so let's do it right. Anyone and everyone is most welcome and encouraged to attend!

Current Public Schedule

These are the scheduled public training course through to the middle of 2012:

- Thu 8 Mar | Royal Danish Academy of Fine Arts, Copenhagen | £250 **COP2**
- Fri 9 Mar | Royal Danish Academy of Fine Arts, Copenhagen | £250 **COP1**
- Thu 26 Apr | Senate House, University of London | £235 **LON3**
- Fri 11 May | Grad School of Journalism, CUNY, New York City | £250 **NYC1**
- Mon 14 May | Foundation Center, Washington DC | £250 **WDC1**
- Wed 16 May | Maryland Institute College of Art, Baltimore | £250 **BAL1**
- Fri 15 Jun | University Center Conference, Chicago | £250 **CHI1**
- Mon 18 Jun | Venue TBC, Toronto | £250 **TOR1**
- Fri 29 Jun | Clifton Hill House, University of Bristol | £235 **BRS1**
- Fri 6 Jul | Salisury Green Hotel, University of Edinburgh | £235 **EDI1**
- Fri 13 Jul | Venue TBC, Amsterdam | £250 **AMS1**

A 10% discount is applied to group bookings of five or more delegates.

To find out more information or register for an event visit the [Training](#) page on www.visualisingdata.com where you can also register to attend an event.

Places are limited so register now to reserve a place on your preferred training workshop.

Visit the www.visualisingdata.com, select the Training page and click on your preferred location.

Further Information

Class size

The maximum class size is 20 to facilitate a supportive learning environment with opportunities for one-on-one instruction as well as energetic dialogue and group discussion between all attendees.

Refreshments

Tea/coffee and water will be typically provided at all courses but please note that lunch will not be included. All events will be held in city central locations.

Laptops

You are invited to bring a wireless-enabled laptop with you and be prepared to share your workspace with others. It is not a necessity but it will be useful to have a some devices across the group during the day's activities.

Times

Unless otherwise stated, courses will start at 9:30 and finish around 16:30 with registration commencing from 9:00 and extra time allocated at the end of the session to pick up any questions or hold further discussions.

Visualising Data Ltd.

Andy Kirk is the founder of Visualising Data Ltd, a UK based data visualisation design consultancy and training service. He has been an active member of this growing field for a number of years, most visibly through his role as editor of the popular blog www.visualisingdata.com.