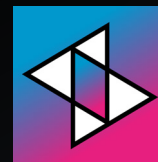


ESSENTIALS OF DATA VISUALISATION

Virtual & Classroom Training with ANDY KIRK



PUBLIC OR PRIVATE COURSES | HALF DAY | AM or PM

TRAINING OBJECTIVES

The Essentials of Data Visualisation short-form training offers attendees a crash course in learning about the visual communication of data. The session is structured around several themes that collectively shape the dominant elements of this rich multi-disciplinary field.

Attendees will learn about the key principles that characterise the best of data visualisation work. You'll find out about the variety of charts and their roles. You'll discover the little details of presentation design, such as the potential features of interactivity, the vital components of annotation, the effective employing of colour choices, and the layout decisions of composition.

This is not a technical course: it will not be delivered through tutorial-based instruction explaining how to use certain tools or applications. The emphasis is on learning the underlying craft of visual communication, how to do it efficiently and do it with impact. It is a skill relevant to everyone and anyone whose role encounters data in any way.

The sessions can be delivered in a classroom or virtually, using video conferencing and collaborative tools. All materials will be issued digitally, including the teaching slides, any exercise files and further useful resources. Virtual session attendees will need laptops/desktops, with camera and microphone access enabled for online sessions. Classroom session attendees will need fully-charged laptops to facilitate certain course activities, with the only software requirements being Excel, a modern browser and pdf reader.

WHO SHOULD ATTEND?

Over 7,500 attendees have participated in Andy Kirk's classroom and online training events, representing all backgrounds, all types of roles and talents, and every organisation category and industry. They are designed for and relevant to anybody who needs to communicate with data.

In our contemporary digital and data rich society we cannot avoid encountering visual communications in our workplace, through the media and beyond. A key dimension of this training is to enhance critical visual literacy as consumers, interpreters and evaluators of visual displays.

There are no technical pre-requisites for this course. You should have an instinct for and interest in sharing insights from data, and demonstrate an appetite for embracing fresh approaches to communicating data. You should be willing to contribute to and learn from discussions with fellow attendees during exercise activities, doing so in a respectful and constructive manner. The course will be richer and more fun as a result.

TRAINER PROFILE

Andy Kirk is a UK-based data visualisation expert: design consultant, trainer, lecturer, author, speaker, and researcher. He is the editor of visualisingdata.com and host of the 'Explore Explain' video and podcast series. Since founding Visualising Data Ltd in 2010, Andy has worked with a wide range of clients, including Apple, S&P Global, Arsenal FC, Google, EU Council, and Pfizer. He has conducted over 370 public and private training courses in 27 different countries as well as virtually.

Andy has delivered post-graduate teaching with MICA (USA) and Imperial College (UK), and is now an adjunct lecturer at UCL (UK), teaching data visualisation on the MSc Business Analytics programme. He has authored three books, with the most recent published by Sage in 2019 and titled "Visualising Data: A Handbook for Data Driven Design (2nd edition)".

COURSE AGENDA

The training will be delivered across a single half-day/3-hour session, blending teaching, activities, and interactive discussions.

The agenda presented below shows indicative times only, based on an AM-delivered session, to illustrate the rhythm of the session. Start times can be modified accordingly and adapted for different preferences and/or time-zones.

| | |
|-------|--|
| 9:30 | START Introduction to the course What is data visualisation? |
| 9:50 | CONTEXTUAL THINKING What are the drivers behind and factors shaping your work? |
| 10:10 | ANALYTICAL THINKING What is the nature, state, and potential of your data? |
| 10:30 | EDITORIAL THINKING Given all the things you <i>could</i> say, what you <i>will</i> say? |
| 10:50 | [Screen break] |
| 11:05 | VISUAL THINKING (1) Representation: How to show what it is you are wanting to say? |
| 11:50 | VISUAL THINKING (2) Usability: Interactivity and annotated assistance to enhance the experience Presentation: Colouring and composing your design |
| 12:25 | Course review Final Q&A, further resources |
| 12:30 | FINISH |

The timings shown are indicative and may be adjusted as the course progresses.