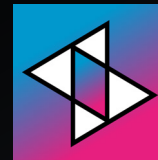


# ESSENTIALS OF DATA VISUALISATION

## Virtual & Classroom Training with ANDY KIRK



### PUBLIC OR PRIVATE COURSES | HALF DAY | AM or PM

#### TRAINING OBJECTIVES

The 'Essentials of Data Visualisation' is a short-form training event offering attendees a crash course in learning about the visual communication of data. The session is structured around distinct 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 course emphasises the importance of learning the underlying craft of being a visual communicator. It is not a technical course built around tutorial-based instruction, rather it is about embracing the multitude of contextual, analytical, editorial, and creative design decisions.

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 8,000 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.

#### 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 *could* say, what you *will* say?

10:50 [Screen break]

11:05 DESIGN THINKING (1)

Representation: How to show what it is you are wanting to say?

11:50 DESIGN 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.*

#### TRAINER PROFILE

Andy Kirk is a UK-based data visualisation expert providing services as a design consultant, trainer, lecturer, author, speaker, and researcher. He is the editor of [visualisingdata.com](https://visualisingdata.com) and host of the 'Explore Explain' video and podcast series. Since founding Visualising Data Ltd in 2010, Andy has worked with a vast range of clients, including Apple, JP Morgan, Arsenal FC, Mercedes AMG F1, and the European Commission's Joint Research Centre. He has conducted over 400 public and private training courses in-person in 27 different countries as well as virtually to delegates across the world. Andy has delivered post-graduate teaching as an adjunct lecturer with MICA (USA), Imperial College (UK), and UCL (UK). He is the author of the award-winning "Visualising Data: A Handbook for Data Driven Design" with the 3rd edition published November 2024