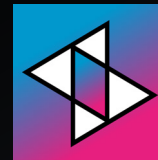# FUNDAMENTALS OF DATA VISUALISATION
Classroom Training with ANDY KIRK

PUBLIC OR PRIVATE COURSES | 1 DAY | 9:30am to 4:30pm

TRAINING OBJECTIVES

The 'Fundamentals of Data Visualisation' is a one-day training course providing attendees with a sophisticated understanding of how to effectively communicate data visually. The training aims to facilitate this learning by de-constructing this contemporary, multi-disciplinary craft, making it accessible to attendees of any background and experience.

The training agenda is structured around a proven design process that helps you to organise and optimise your critical thinking, irrespective of the data-driven communication challenges you are facing. Attendees will build up, stage-by-stage, the knowledge and capability required to make the best solutions that have the most impact. To fulfil this there are four key learning aims:

To challenge your existing thinking about creating and consuming data visualisation works, refining the clarity of your convictions about effective visualisation design.

To equip you with an appreciation of all the analytical and design choices available across the creative workflow: the options that exist and what decisions to take.

To provide an opportunity to practice by undertaking focused activities at each stage of the creative workflow, applying and cementing the learning at each stage.

To inspire you by broadening your visual vocabulary, by exposing you to the latest techniques and contemporary resources, and by giving you the confidence to enhance your data visualisation capabilities.

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. During the course there will be profiles of the most common visualisation tools and applications as well as useful takeaway references for ongoing learning.

WHO SHOULD ATTEND?

Over 8000 attendees have participated in Andy Kirk's classroom and virtual training events, with delegates from all backgrounds, all roles, all different talents, and representing every type of organisational. In this data-rich and digital age one cannot avoid encountering visual displays of data and information in the workplace, via the media, across society, and through all aspects of daily life.

This is an increasingly in-demand capability. You might be an analyst, statistician, or researcher looking to enhance the creativity and impact of your communications. Perhaps you possess creative flair, as a designer or developer, but you're seeking to enhance the rigour of your data-driven thinking. Maybe you're a manager, seeking to learn about the optimum process or simply interested in enhancing your visual literacy in your role as a viewer, interpreter, or evaluator of visual communication. These courses are designed for and relevant to anybody who needs to enhance their confidence in making sense of and communicating data effectively.

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, and do so respectfully and constructively. The course will be richer and more fun as a result of those interactions.

The sessions will be delivered in a classroom environment with all materials issued digitally, including teaching slides, exercise files, and further useful resources. Attendees will need laptops to facilitate certain course activities with the only software requirements being Excel, a modern browser and pdf reader.

COURSE AGENDA

The Fundamentals course will be delivered over a single full day of training blending teaching and discussion with interactive class activities.

Though not listed, there will be many exercises and spot challenges spread across all stages of the course content to help delegates practice and embed their learning.

MORNING SESSION - 9:30 to 12:30

9:30	START
	Welcome to the training
	Overview of the course, practicalities, introductions
9:45	PART A - THE FOUNDATIONS
	INTRODUCTION
	What is data visualisation?
10:20	[Break]
10:30	What is data visualisation? (Continued)
10:50	PART B - THE HIDDEN THINKING
	FORMULATING THE BRIEF
	What are the drivers behind and factors shaping your work?
11:30	[Break]
11:40	WORKING WITH DATA
	What is the nature, state, and potential of your data?
12:10	EDITORIAL THINKING
	Given all the things you *could* say, what you *will* say?
12:25	Review of morning session
12:30	[Lunch break]

AFTERNOON SESSION - 13:30 to 16:30

13:30	Afternoon session introduction
13:35	PART C - THE DESIGN THINKING
	DATA REPRESENTATION
	How to show what it is you are wanting to say?
14:30	[Break]
14:40	INTERACTIVE & DYNAMIC DESIGN
	What interactive features will enhance the digital experience?
15:05	ANNOTATION
	What assistance will help the viewer's understanding?
15:30	[Break]
15:40	COLOUR
	How should you colour all elements of the visualisation?
16:00	COMPOSITION
	How should you arrange all elements of the visualisation?
16:20	Course review, further resources, final Q&A
16:30	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 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