



# FUNDAMENTALS OF DATA VISUALISATION

## VIRTUAL TRAINING

**FUNDAMENTALS | 2 days x 3 hours**

### TRAINING OBJECTIVES

The **Fundamentals of Data Visualisation** is an online training course providing attendees with a sophisticated understanding of how to effectively communicate data visually. The training aims to facilitate this understanding by de-constructing this contemporary, multi-disciplinary craft.

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 creative, analytical, editorial, and contextual decisions. To fulfil this there are four key learning objectives:

To *challenge* your existing approaches towards creating and consuming visualisation and infographics, helping to clarify the capabilities required to enhance your competence and confidence.

To *enlighten* you about the wide range of visual communication design options including a gallery of chart types, interactive techniques, methods for annotating, features of colour, and choices around composition.

To *equip* you with an efficient workflow process and robust principles of effectiveness so you have a critical framework to make excellent choices.

To *inspire* you to elevate your ambitions by broadening your visual vocabulary and exposing you to the best examples and case studies.

This is not a technical course and will not be delivered through tutorial-based instruction explaining how to use certain tools or applications. The emphasis is on learning the underlying craft. However, during the course there will be profiles of the most common visualisation technologies.

The sessions will be delivered entirely online using video conferencing and collaborative tools. All materials will be issued digitally, including the teaching slides, exercise files and further useful resources. Attendees will need laptops/desktops with camera and microphone access enabled.

### WHO SHOULD ATTEND?

Over 7,300 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.

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.

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.

### TRAINING AGENDA

To accommodate the unique demands of learning online, the training will be delivered across a sequence of four 3-hour daily workshops blending teaching and discussions, with 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. The timings shown are indicative to illustrate the rhythm of the sessions. The coloured icons are to aid orientation with material designs.

#### WORKSHOP #1 - Day 1, 9:30 to 12:30

- 9:30 START
- 0 Welcome and introduction to the course
- 9:45 1 SUBJECT INTRODUCTION
  - What is data visualisation
- 10:25 [10 min break]
- The importance of making good decisions
- 10:55 2 FORMULATING YOUR BRIEF
  - What are the drivers behind and factors shaping your work?
- 11:25 [10 min break]
- 11:35 3 WORKING WITH DATA
  - What is the nature, state, and potential of your data?
- 12:10 4 ESTABLISHING YOUR EDITORIAL THINKING
  - Given all you could say, what you will say?
- 12:25 Session review & workshop 2 preview
- 12:30 FINISH

#### WORKSHOP #2 - Day 2, 9:30 to 12:30

- 9:30 Workshop 2 introduction
- 9:40 DEVELOPING YOUR DESIGN SOLUTION
- 5 DATA REPRESENTATION
  - How to show what it is you are wanting to say?
- 10:35 [Break]
- 10:45 6 INTERACTIVITY | ANNOTATION
- 7 What interactivity and assistance will enhance the experience?
- 11:30 [Break]
- 11:40 8 COLOUR | COMPOSITION
- 9 How should you colour and arrange your visualisation?
- 12:25 Course review, final Q&A
- 12:30 FINISH

### TRAINER PROFILE

Andy Kirk is a UK-based data visualisation expert: a design consultant, trainer, lecturer, author, speaker, and researcher. He is the editor of [visualisingdata.com](http://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 around 350 public and private training courses in 27 different countries as well as virtually.

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