



# MASTERCLASS IN DATA VISUALISATION

## CLASSROOM TRAINING

MASTERCLASS | 2 x full days

### TRAINING OBJECTIVES

The **Masterclass in Data Visualisation** is a two-day classroom training course providing attendees with an advanced understanding of how to effectively communicate data visually. The training aims to facilitate this understanding by de-constructing this contemporary, multi-disciplinary craft, making it accessible to learners 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 creative, analytical, editorial, and contextual decisions. To fulfil this there are four key learning aims:

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.

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

### WHO SHOULD ATTEND?

Over 7,300 attendees have participated in Andy Kirk's classroom and online training events, with delegates from all backgrounds, all types of roles and talents, and representing every organisational category or industry. 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.

These courses are designed for and relevant to anybody who needs to enhance their confidence in making sense of and communicating data effectively. 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.

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 doing so in a respectful and constructive manner. The course will be richer and more fun as a result of those interactions.

Materials will be issued digitally (Dropbox or flash drive) covering all teaching content, exercise files and useful resources. Attendees are required to bring fully-charged laptops to facilitate certain course activities, with the only software requirements being Excel, a modern browser and pdf reader.

### 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)'.

### TRAINING AGENDA

The Masterclass course will be delivered over two consecutive full days of training. Each session will cover different themes from foundation understanding and the 'hidden' preparatory thinking, through to the visual thinking concerned with data representation and presentation. Though not listed, there will be many exercises and spot challenges spread across all sessions of the course content to help delegates practice and embed their learning. The timings shown are indicative and may change on the day. The coloured icons are to aid orientation with the materials.

#### WORKSHOP #1 - Day 1, 9:30 to 17:00

- 9:30 START
- 0 Welcome and introduction to the course  
Aims, expectations, and practicalities
- 9:45 1 SUBJECT INTRODUCTION  
What is data visualisation?
- 10:45 [Break]
- 11:00 The importance of making good decisions  
Briefing for course project
- 12:15 LUNCH
- 13:15 Review of morning session
- 13:20 2 FORMULATING YOUR BRIEF  
What are the drivers behind and factors shaping your work?
- 14:15 3 WORKING WITH DATA  
What is the nature, state, and potential of your data?
- 14:30 [Break]
- 14:45 What is the nature, state, and potential of your data? *Continued*
- 15:00 Progressing course projects
- 15:40 4 ESTABLISHING YOUR EDITORIAL THINKING  
Given all you could say, what you will say?
- 16:50 Session review, workshop 2 preview, Q&A
- 17:00 FINISH

#### WORKSHOP #2 - Day2, 9:30 to 17:00

- 9:30 START  
Welcome to workshop 2, review of workshop 1
- 9:40 DEVELOPING YOUR DESIGN SOLUTION
- 5 DATA REPRESENTATION  
How to show what it is you are wanting to say?
- 10:45 [Break]
- 11:00 How to show what it is you are wanting to say? *Continued*
- 11:45 6 INTERACTIVITY  
What interactive features will enhance the experience?
- 12:15 LUNCH
- 13:15 Review of morning session
- 13:20 7 ANNOTATION  
What assistance will help the viewer's understanding?
- 14:10 8 COLOUR  
How should you colour all elements of the visualisation?
- 14:45 [Break]
- 15:00 9 COMPOSITION  
How should you arrange all elements of the visualisation?
- 15:45 Finalising and presenting course projects
- 16:45 Course review, further resources, final Q&A
- 17:00 FINISH