**TRAINING OBJECTIVES**

The Masterclass in Data Visualisation is an online 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 orchestrate 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.

**WHY SHOULD ATTEND?**

Over 7,500 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 do so respectfully and constructively. The course will be richer and more fun as a result of those interactions.

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.

**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**

To accommodate the unique demands of learning online, the training will be delivered across a sequence of three 4-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.

**WORKSHOP #1 - DAY 1, 13:00 to 17:00**

13:00 Welcome to the training
13:20 **PART A - FOUNDATIONS**
14:10 Critical evaluations review
15:00 [Screen break]
15:10 The importance of making good decisions
15:50 [Screen break]
16:00 **PART B - THE HIDDEN THINKING**
16:55 Session review, workshop 2 preview
17:00 FINISH

**WORKSHOP #2 - DAY 2, 13:00 to 17:00**

13:00 Workshop 2 introduction, review of workshop 1
13:10 WORKING WITH DATA
14:00 [Screen break]
14:10 ESTABLISHING YOUR EDITORIAL THINKING
14:50 [Screen break]
15:00 **PART C - VISUAL THINKING (1)**
16:00 [Screen break]
16:10 How to show what it is you are wanting to say? (Continued)
16:55 Session review, workshop 3 preview
17:00 FINISH

**WORKSHOP #3 - DAY 3, 13:00 to 17:00**

13:00 Workshop 3 introduction, review of workshop 2
13:15 **PART C - VISUAL THINKING (2)**
13:45 [Screen break]
13:55 Design Sprint - Step 1
14:20 ANNOTATION
14:35 [Screen break]
14:45 COLOUR
15:05 Design Sprint - Step 2
15:25 COMPOSITION
15:40 Design Sprint - Step 3
16:20 Design Sprint - Finish and presentations
16:50 Course review, Trial Q&A
17:00 FINISH

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