



INFORMATIVE,

AMAZING W

FASCINATING, INTRIGUING, INSIGHTFUL

INFORMATIVE, THOUGHT-PROVOKING FUN

INSIGHTFUL AND INFORMATIVE

HIGHLY RECOMMENDED COURSE

FANTASTICALLY ENLIGHTENING COURSE

INFORMATIVE, INTERACTIVE, ENJOYABLE

INTERESTING, INFORMATIVE, FUN!

WHAT A PRO!

COMPREHENSIVE AND RELEVANT

ENGAGING PRACTICAL FUN

# DATA VISUALISATION & INFOGRAPHICS

AN ENLIGHTENING EXPERIENCE

INFORMATIVE, INSPIRING, CHALLENGING

CAREER ALTERING EXPERIENCE

LEFT WANTING MORE!

FANTASTIC

INTERESTING, GOOD SPEAKER

SUPERB

VERY WELL EXPLAINED

## ONLINE TRAINING

ENLIGHTENING WORTHWHILE EXPERIENCE

INFORMATIVE, PUNCHY, EDUCATIONAL

## MASTERCLASS

WHAT AN EXPERIENCE!

INCREDIBLE LEARNING EXPERIENCE

### TRAINING OBJECTIVES

The **Masterclass in Data Visualisation & Infographics Design** 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 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.

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 6,250 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.

### TRAINER PROFILE

Andy Kirk is an experienced UK-based data visualisation specialist: design consultant, trainer, lecturer, author, speaker, researcher, podcast host, and editor of [visualisingdata.com](http://visualisingdata.com). Since founding Visualising Data Ltd. in 2010, Andy has conducted nearly 300 training courses in 27 countries, with clients including Spotify, Google, EU Council, and CERN.

Andy has delivered post-graduate teaching with MICA (USA) and Imperial College (UK), and is now an adjunct lecturer with UCL (UK). 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)'. He provides data visualisation consultancy services to organisations, helping them do more with their data, and has an ongoing engagement working with the Arsenal F.C. Performance Team.

### TRAINING AGENDA

To accommodate the unique demands of learning online, the training will be delivered across a sequence of several 3-hour daily workshops blending teaching, in-class exercises, discussions, and practical activities. The training times presented are indicative and based on the UK time-zone.

#### WORKSHOP #1 - Day 1, 13:00 to 16:00

13:00	Welcome and introduction to the training
13:15	Defining data visualisation
13:30	The process and principles behind good visualisation design
13:50	<i>Exercise - Instinctive critical evaluations</i>
14:05	[Screen break]
14:15	<i>Exercise - Instinctive critical evaluations   Discussion</i>
14:30	STAGE 1: FORMULATING YOUR BRIEF
	<i>Exercise - Understanding the influence of context   Discussion</i>
	Context: Curiosity and circumstances
15:00	[Screen break]
15:10	Vision: Purpose and ideas
15:30	Technology: A profile of key tools, applications and libraries
15:50	Session review & homework task, workshop 2 preview
16:00	FINISH

#### WORKSHOP #2 - Day 2, 13:00 to 16:00

13:00	Workshop 2 introduction, review of workshop 1
13:10	STAGE 2: WORKING WITH DATA
	<i>Exercise - Thinking about data   Discussion</i>
	Four steps towards developing intimacy with your data
	<i>Exercise - Data driven thinking (1)   Discussion</i>
	[Screen break]
14:00	STAGE 3: ESTABLISHING EDITORIAL THINKING
	<i>Exercise - Editorial brainstorming   Discussion</i>
	Defining editorial thinking and the key editorial perspectives
	<i>Exercise - Data driven thinking (2)   Discussion</i>
	[Screen break]
14:45	STAGE 4: DEVELOPING YOUR DESIGN SOLUTION
	4.1: DATA REPRESENTATION
	Visual encoding and the gallery of chart types
	Influencing factors and considerations
15:50	Session review & homework task, workshop 3 preview
16:00	FINISH

#### WORKSHOP #3 - Day 3, 13:00 to 16:00

13:00	Workshop 3 introduction, review of workshop 2
13:20	4.2: INTERACTIVITY
	Techniques for employing interactivity & influencing factors
	<i>Exercise - Forensic critical evaluations (1)</i>
13:45	4.3: ANNOTATION
	Features of annotation & influencing factors
	[Screen break]
14:10	<i>Exercise - Forensic critical evaluations (2)</i>
14:20	4.4: COLOUR
	Applications of colour & influencing factors
	<i>Exercise - Forensic critical evaluations (3)</i>
14:45	4.5: COMPOSITION
	Decisions about composition & influencing factors
15:00	[Screen break]
	<i>Exercise - Forensic critical evaluations (4) and redesigns</i>
	<i>Exercise - Forensic critical evaluations &amp; redesigns   Discussion</i>
15:50	Session review & homework task, workshop 3 preview
16:00	FINISH

#### [Optional] WORKSHOP #4 - Day 4, 13:00 to ~16:00

13:00	Workshop 4 introduction
13:10	Individual project presentation, discussion and feedback
14:30	[Screen break]
14:40	Individual project presentation, discussion and feedback (continued)
15:45	Workshop review, further resources, final Q&A
	Ongoing availability for 'one-to-ones' through to Thursday 30th April
16:00	FINISH (Times may vary depending on participant numbers)