



INTERESTING, INFORMATIVE, FUN!
 COMPREHENSIVE AND RELEVANT
 ENGAGING PRACTICAL FUN
 WHAT A PRO!
 SUPERB
 VERY WELL EXPLAINED
 INCREDIBLE LEARNING EXPERIENCE

DATA VISUALISATION & INFOGRAPHICS

ONLINE TRAINING

MASTERCLASS

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 6,500 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 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 300 public and private training courses in 27 different countries.

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 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

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 in-class exercises, spot challenge activities. The training times presented are indicative, they may change on the day, and are based on the UK time-zone as at the point of the course being delivered.

WORKSHOP #1 - Day 1, 9:00 to 12:00

9:00 Welcome and introduction to the training
 9:20 Defining data visualisation
 9:40 *Exercise - Instinctive critical evaluations*
 10:00 [Screen break]
 10:10 The process and principles behind good visualisation design
 10:25 *Exercise - Instinctive critical evaluations | Discussion*
 10:55 [Screen break]
 11:05 **STAGE 1: FORMULATING YOUR BRIEF**
 Context: Curiosity and circumstances
 Vision: Purpose and ideas
 11:50 Session review, workshop 2 preview
 12:00 FINISH

WORKSHOP #2 - Day 2, 9:00 to 12:00

9:00 Workshop 2 introduction, review of workshop 1
 9:20 **STAGE 2: WORKING WITH DATA**
Exercise - Thinking about data | Discussion
 Four steps towards developing intimacy with your data
Exercise - Data-driven thinking | Discussion
 10:10 [Screen break]
 10:20 **STAGE 3: ESTABLISHING EDITORIAL THINKING**
Exercise - Editorial brainstorming | Discussion
 Defining editorial thinking and the key editorial perspectives
 11:00 [Screen break]
 11:10 **STAGE 4: DEVELOPING YOUR DESIGN SOLUTION**
 4.1: DATA REPRESENTATION
 Visual encoding and the gallery of chart types
 Influencing factors and considerations
 11:50 Session review & project briefing, workshop 3 preview
 12:00 FINISH

WORKSHOP #3 - Day 3, 9:00 to 12:00

9:00 Workshop 3 introduction, review of workshop 2
 9:15 *Exercise - Forensic critical evaluations (1)*
 9:30 **4.2: INTERACTIVITY**
 Techniques for employing interactivity & influencing factors
Exercise - Forensic critical evaluations (2)
 9:55 **4.3: ANNOTATION**
 Features of annotation & influencing factors
 10:10 [Screen break]
 10:20 **4.4: COLOUR**
 Applications of colour & influencing factors
Exercise - Forensic critical evaluations (3)
 10:45 **4.5: COMPOSITION**
 Decisions about composition & influencing factors
 11:00 [Screen break]
Exercise - Forensic critical evaluations (4) & redesigns
Exercise - Forensic critical evaluations | Discussion
 11:50 Session review & project review, workshop 4 preview
 12:00 FINISH

WORKSHOP #4 - Day 4, 9:00 to ~12:00

9:00 Workshop 4 introduction
 9:10 Data visualisation design case study
 10:00 [Screen break]
 10:10 Project presentations, discussion and feedback
 11:00 [Screen break]
 11:10 Project presentations, discussion and feedback (continued)
 11:50 Workshop review, further resources
 Final Q&A, share 'Knowledge Check' assessment
 12:00 FINISH (Times vary depending on participant numbers)