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 deconstructing 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 6,500 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 capability 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 an increasingly in-demand capability. You might be an analyst, statistician, or researcher. He is the editor of visualisingdata.com 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

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 time of year 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
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
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 4.2: INTERACTIVITY
Techniques for employing interactivity & influencing factors
Exercise – Forensic critical evaluations (1)
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 (2)
10:50 4.5: COMPOSITION
Decisions about composition & influencing factors
11:05 [Screen break]
11:10 Exercise – Forensic critical evaluations (3) & redesigns
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
Exercise – Forensic critical evaluations [Discussion]
9:20 A long-form 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 may vary depending on participant numbers)