



INTERESTING, INFORMATIVE, FUN!

COMPREHENSIVE AND RELEVANT

INFORMATIVE,

AMAZING W

FASCINATING, INTRIGUING, INSIGHTFUL

INFORMATIVE, THOUGHT-PROVOKING FUN

INSIGHTFUL AND INFORMATIVE

HIGHLY RECOMMENDED COURSE

FANTASTICALLY ENLIGHTENING COURSE

INFORMATIVE, INTERACTIVE, ENJOYABLE

WHAT A PRO!

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.

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 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.

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, 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 over 300 public and private training courses in 27 different countries as well as online.

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

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	<i>Exercise - Instinctive critical evaluations</i>
10:00	[Screen break]
10:10	The process and principles behind good visualisation design
10:25	<i>Exercise - Instinctive critical evaluations   Discussion</i>
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
	<i>Exercise - Thinking about data   Discussion</i>
	Four steps towards developing intimacy with your data
10:10	[Screen break]
10:20	STAGE 3: ESTABLISHING EDITORIAL THINKING
	<i>Exercise - Editorial brainstorming   Discussion</i>
	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	4.2: INTERACTIVITY
	Techniques for employing interactivity & influencing factors
	<i>Exercise - Forensic critical evaluations (1)</i>
9:55	4.3: ANNOTATION
	Features of annotation & influencing factors
10:10	[Screen break]
10:20	4.4: COLOUR
	Applications of colour & influencing factors
	<i>Exercise - Forensic critical evaluations (2)</i>
10:50	4.5: COMPOSITION
	Decisions about composition & influencing factors
11:05	[Screen break]
	<i>Exercise - Forensic critical evaluations (3) &amp; redesigns</i>
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
	<i>Exercise - Forensic critical evaluations   Discussion</i>
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)