



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.

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. 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 Pfizer.

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 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, 13:00 to 16:00

- 13:00 Welcome and introduction to the training
- 13:15 Defining data visualisation
- 13:30 *Exercise - Instinctive critical evaluations*
- 13:50 The process and principles behind good visualisation design
- 14:05 [Screen break]
- 14:15 *Exercise - Instinctive critical evaluations | Discussion*
- 14:30 STAGE 1: FORMULATING YOUR BRIEF
- 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, 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
- Exercise - Thinking about data | Discussion*
- Four steps towards developing intimacy with your data
- Exercise - Data driven thinking | Discussion*
- 14:00 [Screen break]
- 14:10 STAGE 3: ESTABLISHING EDITORIAL THINKING
- Exercise - Editorial brainstorming | Discussion*
- Defining editorial thinking and the key editorial perspectives
- 14:50 [Screen break]
- 15:00 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 & project briefing, 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
- Exercise - Forensic critical evaluations (1)*
- 13:45 4.3: ANNOTATION
- Features of annotation & influencing factors
- 14:00 [Screen break]
- 14:10 *Exercise - Forensic critical evaluations (2)*
- 14:20 4.4: COLOUR
- Applications of colour & influencing factors
- Exercise - Forensic critical evaluations (3)*
- 14:45 4.5: COMPOSITION
- Decisions about composition & influencing factors
- 15:00 [Screen break]
- Exercise - Forensic critical evaluations (4) | Redesigns*
- 15:50 Session review & project review, workshop 4 preview
- 16:00 FINISH

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

- 13:00 Workshop 4 introduction
- 13:10 Data visualisation design case study
- 14:00 [Screen break]
- 14:10 Project presentations, discussion and feedback
- 15:00 [Screen break]
- 15:10 Project presentations, discussion and feedback (continued)
- 15:50 Workshop review, further resources
- Final Q&A, share 'Knowledge Check' assessment
- 16:00 FINISH (Times vary depending on participant numbers)