

Day 1

1. Data Visualization Fundamentals

1.1 Data Visualization Concepts

- Data Visualization Today
- Data Visualization Components
- Visual Cues
- Coordinate Systems
- Measurement Scales
- Visual Context

1.2 Fundamentals of Visualization

- Data Visualization Methods
- Data Visualization Standards
- Visualization with Purpose
- Data Visualization Development

1.3 Visualization Techniques

- Visualization Techniques
- Visualizing Comparisons
- Visualizing Proportions
- Visualizing Relationships
- Visualizing Patterns

1.4 Visualization and BI

- Visualization and BI
- Analytics
- Visual Reporting
- Infographics
- Data Storytelling

1.5 Tools and Resources

- Data Visualization Tools
- Best Practices in Visualization

Day 2 - Morning

2. Trend Spotting and Pattern Spotting

2.1 Visual Language

- About Language
- The Language of Images
- Data Visualization Language

2.2 Data Visualization Concepts

- Charts and Graphs
- Data
- Visual Composition

2.3 Quick Reading of Data Visualizations

- Finding Context
- Looking at the Data
- Quick Read Process

2.4 Critical Reading of Data Visualizations

- First Glance
- The Source of the Chart
- You and the Chart
- Reading the Chart

Day 2 – Afternoon & Day 3 – Morning

3. Data Storytelling

3.1 Data Storytelling Basics

- The Power of Stories
- Data Story Examples
- Flash Stories #1
- The Nature of Stories

3.2 A Data-Driven Business Story

- Business Need
- Data Selection
- Data Analysis
- Visualizing the Story
- Telling the Story

3.3 Story Crafting

- The Dynamics of Stories
- Story Framing
- Kinds of Stories
- Stories that Stick
- Stories that Work
- Flash Stories #2

3.4 Storytelling Media

- Images
- Words
- Infographics
- Animations
- Video
- Exercise - Crafting a Story of Data Breaches

Day 3 – Afternoon

Workshop

- Working with Your People, Projects, Processes and Data
- Choose from the following list of topics for a tailored workshop:
(*Recommended time allotted for workshop activities is at least a half day*)

Data Visualization Design

- Work with one or more client selected visualization cases
- Groups to work systematically through the design process
- Each group develops and presents their visualization

Data Storytelling

- Frame the story
- Build the narrative
- Tell the story