Support to close "Softer Skills" capability gaps: Skill specific workshops to target improvement

laughlin
consultancy
customer · insight · leadership

Data Visualisation – one day workshop overview

Course context

Clear, engaging, visual communication of complex data, has been scientifically proven to enable improved & faster understanding of information (compared to tabular or poor data visualisation). However, designing effective data visualisations, appropriate to the data being used & the decision needed, is an art as well as a science. Before using any data visualisation software, design principles & practice are needed.

This one-day workshop is designed to help analysts understand those design principles & learn how to approach effective data visualisation design. Learning from academic & commercial experts in the emerging field of data visualisation, as well as practical group work to apply skills using specific data.

Aims and objectives

The aim of this workshop is to enable analysts, to use data visualisation principles, to design/select appropriate visualisations. Ensuring data visualisation tells the truth about the data & enables decisions.

This isn't about changing analysts into artists, although principles from aesthetics & science will be shared with delegates. Rather this workshop empowers analysts with a workflow, and design principles, to select and customise appropriate charts (or interactive data visualisations), for the business decision needed.

The core objectives of the programme are to:

- Learn data visualisation encoding, including most effective marks & channels for different data
- Appreciate data viz principles & how to judge effectiveness of data visualisations
- Practice designing appropriate data visualisations, based on insights needed for decisions

Learning Outcomes

- Awareness of a range of data visualisation tools & considerations for different data types
- Principles for ethical data visualisation, including chart options & effectiveness of elements
- Begun ongoing personal development, in using tools provided, to produce effective data viz

Outline of the day

The day includes plenty of interactive exercises. There is opportunity to apply theory to real data & improving poor data visualisations. Scientific evidence, for most effective options, is mixed with commercial experience in charts that work. Finally, delegates takeaway slides, digital PDF of "The Graphics Continuum" & a workflow for data visualisation design.

Topics include: Why data visualisation matters; Different types of data & tools; Chart options & visual encoding; Advanced options; Design principles & Data Viz Ethics; Data Visualisation workflow.