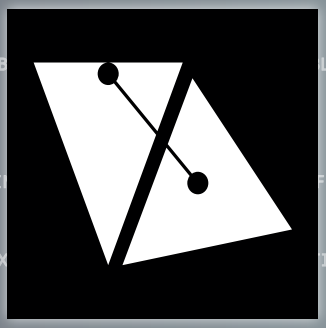

DATA VISUALISATION & INFOGRAPHICS

ONLINE TRAINING

FUNDAMENTALS

TRAINING OBJECTIVES

The **Fundamentals of Data Visualisation & Infographic Design** is an online training course providing attendees with a sophisticated understanding of how to effectively communicate data visually. The training aims to facilitate this understanding by de-constructing this contemporary, multi-disciplinary craft.

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 objectives:

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 worfklow 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.

TRAINING AGENDA

To accommodate the unique demands of learning online, the training will be delivered across two 3-hour daily workshops blending teaching, in-class exercises, and discussions, supplemented by practical homework activities to embed your learning further.

The timings presented are indicative and based on UK time-zone.

WORKSHOP #1 - DAY 1, 14:00 to 17:00

14:00	Course overview, workshop 1 introduction
14:15	Defining data visualisation: principles and process
14:50	*Exercise – Instinctive critical evaluations*
15:05	SCREEN BREAK
15:15	*Exercise – Instinctive critical evaluations discussion*
15:40	Stage 1. Formulating your brief
	Exercise – Understanding the influence of context & discussion
16:05	SCREEN BREAK
16:15	Stage 2. Working with data
	Exercise – Developing curiosities
16:40	Stage 3. Establishing your editorial thinking
16:55	Session review & homework task
	Workshop 2 preview
17:00	FINISH

WORKSHOP #2 - DAY 2, 14:00 to 17:00

14:00	Workshop 2 introduction
14:10	Stage 4. Developing the design solution
	Stage 4.1 Data representation & homework task
15:00	SCREEN BREAK
15:10	Stage 4.2 Interactivity | Stage 4.3 Annotation
15:45	*Exercise – Forensic critical evaluations (1)*
15:55	SCREEN BREAK
16:05	Stage 4.4 Colour | Stage 4.5 Composition
	Exercise – Forensic critical evaluations (2) & discussion
16:55	Workshop review, further resources
	Final Q&A
17:00	FINISH

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 CERN.

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.