



DATA VISUALIZATION USING INFOGRAPHICS (SW 6)

Through this course, participants will learn the art and science of Data Storytelling, and weaving insightful narratives from statistics. Data visualization is the graphical representation of information and data. With visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data. In the world of big data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions. The development of effective methods in visualizing statistical information that is both significant and interesting to the public, is due to the fact that visual information is processed faster than textual. This program discusses the principles of Data Visualization, from choosing the right chart and the role of human perception and helpful pointers for identifying and preventing cluttered visuals. It also differentiates Data Visualization from Infographics, and provides guidelines in creating infographics that sends the message as quickly and meaningfully as possible.

Purpose

To provide participants with the knowledge and skills on the use of visual graphics to present statistics quickly, clearly, and effectively.

Benefits to the Participants

Enables participants to plan and design an infographic. They will also be introduced on the best practices to data visualization and importance of good visual story telling.

Target Participants

Personnel involved in the preparation of briefs, reports, posters, or web articles. Knowledge on basic statistics and proficiency in computer operations for offline and online settings are the required backgrounds for participants. Microsoft Excel® for Data Management (SW 1) is the recommended course prerequisite.

Course Coverage

- I. Review of Basic Statistics
 1. Definitions and Concepts
 2. Numerical Summary Measures
 3. Exploratory vs Explanatory Analysis
 4. Methods of Data Presentation

- II. Data Visualization
 1. History of Data Visualization
 2. Data Visualization versus Data Presentation
 3. Why is Data Visualization Important?
 4. Choosing the Right Chart Type
 5. Principles of Visual Perception
 6. Pre-attentive Attributes of Visualization
 7. Practicing Good Ethics in Data Visualization

- III. Data Storytelling
 1. What is a Data Story?
 2. The Art and Science of Storytelling
 3. Planning the Data Story
 4. Elements of the Data Story
 5. Parts of the Data Story

6. Framing and Formatting of the Data Story
7. False Narratives and Data Storytelling

IV. Infographics

1. What is an Infographic?
2. Why are Infographics Useful?
3. Types of Infographics
4. Infographic Design Elements
5. Steps in Designing an Infographic
6. Best Practices in Designing an Infographic

Duration: 4 Days – 8:30am to 4:00pm