



DATA VISUALIZATION: STORYTELLING AND SENSEMAKING

Learn to transform data into powerful sensemaking and storytelling

You've got the data. How do you interpret and share it to make an impact?

In our Data Visualization course, learn to create strong visualizations using data to increase comprehension, retention, and action. Develop design concepts and techniques to make your presentations more persuasive. And discover new opportunities to communicate critical information with data and understand the power of sensemaking to structure data and create effective visualizations for clarity and impact.

The three-day course outlines information-design through examples on how to use a data set and appropriate visuals. Learn to implement levels of complexity into information design and have your data resonate with an audience through hands-on exercises and interactive group design sessions. Whether you're looking for opportunities to use data to make a business case, persuade an audience, or create actionable messaging, this course is for you.

Program Agenda

times	DAY 1	times	DAY 2	times	DAY 3
9:00 AM - 9:45 AM	Intro to data visualization	9:00 AM - 10:00 AM	Data sensemaking methods	9:00 AM - 9:45 AM	Inclusion, diversity, equity, & accessibility
9:45 AM - 10:15 AM	Data visualization in context	10:00 AM - 10:15 AM	Comfort break	9:45 AM - 10:15 AM	Case studies part two
10:15 AM - 10:30	Comfort break	10:15 AM - 11:15 AM	Independent activity	10:15 AM - 10:30	Comfort break
10:30 AM - 11:15 AM	Data typology	11:15 AM - 12:00 AM	Case studies part one	10:30 AM - 10:45 AM	Lunch Break
11:15 AM - 12:00 PM	Independent activity	12:00 PM - 1:00 PM	Lunch break	10:45 AM - 12:00 PM	Data challenge introduction
12:00 PM - 1:00 PM	Lunch break	1:00 PM - 2:00 PM	Data storytelling	12:00 PM - 1:00 PM	Lunch break
1:00 PM - 2:00 PM	Design elements and principles	2:00 PM - 2:15 PM	Comfort break	1:00 PM - 2:15 PM	Group breakout activity
2:00 PM - 3:15 PM	Independent activity	2:15 PM - 3:15 PM	Independent activity	2:15 PM - 3:15 PM	Presentations
3:15 PM - 4:00 PM	Day One wrap-up	3:15 PM - 4:00 PM	Day Two wrap-up	3:15 PM - 4:00 PM	Day Three wrap-up