INTRODUCTION TO DATA VISUALISATION

MODULE ONE: INTRODUCTION AND FORMULATING YOUR DESIGN BRIEF

Subject Introduction and Overview

- Define the subject of data visualisation
- Teach the value of following a design workflow to shape your thinking
- Help you understand the design principles that influence your thinking

Formulating your Design Brief

- Define the context of your visualisation and identify the circumstances that will impact on your process
- Define the vision of your visualisation, identifying the experience and tone of voice that required

MODULE TWO: WORKING WITH DATA AND ESTABLISHING YOUR EDITORIAL THINKING

Working with Data

- Acquiring the data - establishing the origin, methods and practicalities of obtaining your raw material
- Examining the data - establishing a detailed understanding of its physical properties
- Transforming the data - preparing it for analysis
- Exploring the data - using visualisation techniques to help us understand the qualities it may possess

Establishing your Editorial Thinking

- Determining what is the most important, relevant and interesting content to portray to our audience
- Editorial perspectives - deconstructing an existing visualisation
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MODULE THREE: DEVELOPING YOUR DESIGN SOLUTION: DATA REPRESENTATION AND INTERACTIVITY

Developing your Design Solution: Understanding and Choosing Charts

- Learning the fundamentals of data encoding
- Exploring a gallery of chart types to understand the roles and characteristics of different charts
Understanding the influencing factors and considerations for data representation

Developing your Design Solution: Deploying Features of Interactivity

Features for interactivity - data and presentation adjustments
Influencing factors and considerations for interactivity

MODULE FOUR: DEVELOPING YOUR DESIGN SOLUTION: ANNOTATION, COLOUR AND COMPOSITION

Developing your Design Solution: Incorporating Annotation to Provide Assistance

- The key features for annotating your work at both the overall project level and within or around your charts
- The influencing factors that will shape your feature selections and deployments

Developing your Design Solution: Colour and Composition

- Applications of color - data legibility, editorial focus, functional harmony
- Influencing factors and considerations for color
- Features for composition - project and chart composition
- Influencing factors and considerations for composition

Course Review and Further Development

- Reflects on the different talents, attitudes and knowledge one needs to possess in order to truly possess the all-round capabilities demanded by data visualisation
- Provides further references and resources to help you continue developing your data visualisation capabilities