

---

# Data Storytelling – One Day Course Agenda

## Overview

---

This course will help your team learn how to understand and speak data and be able to visualise data to tell a meaningful and impactful story. Applying these principles has radically improved data visualisation take up and understanding in many organisations.

Learning how to create effective visualisations and understanding best practice can influence performance and business outcomes through real-time strategy and data-driven decisions. It's not just about learning how to visualise data, but also understand the results and tell a story to drive business outcomes and optimise strategy.

## Learning Outcomes

At the end of this course delegates should be able to:

- Understand
  - The purpose of Data Visualisation
  - Design Concepts
  - Visual Perception - How the human mind responds to various stimuli
  - Principles of data visualisation design
  - The design process
  - How to choose effective charts and other visual elements
  - The definition of a dashboard and how to design them
  - How to tell an effective story with data
- Identify
  - How the audience can be misled and other common pitfalls
  - Good and bad design

Ultimately delegates should leave this course equipped with the knowledge and skills required to design effective displays that can be easily and correctly understood and interpreted by the intended audience. They should be able to make a conscious and rational decision around choosing each and every element of a report or dashboard and be equipped to justify their decision. All the time keeping in mind, the intended story.

---

1.	<b>Purpose of Data Visualisation</b> <ul style="list-style-type: none"><li>• Terminology &amp; definitions</li><li>• Common Mistakes</li></ul>
2.	<b>Some Design Concepts</b> <ul style="list-style-type: none"><li>• Some definitions of design</li><li>• Examples from other fields</li><li>• The responsibility of designers</li></ul>
3.	<b>Common Mistakes in Dashboard Design</b>
4.	<b>Visual Perception</b> <ul style="list-style-type: none"><li>• Pre-attentive processing and types of memory</li><li>• Gestalt Principles</li></ul>
5.	<b>Data Visualisation Design Principles</b> <ul style="list-style-type: none"><li>• Principles to guide designs</li><li>• Mobile Device Considerations</li><li>• Principles for accessibility</li></ul>
6.	<b>Choosing Effective Charts &amp; Visual Elements</b> <ul style="list-style-type: none"><li>• Types of Charts &amp; Visual Elements we can use for data visualisation</li><li>• Choosing the Right Chart for each type</li></ul>
7.	<b>The Design Process</b> <ul style="list-style-type: none"><li>• Understand the Context: Audience and Message</li><li>• Select Display Type(s)</li><li>• Eliminate Clutter</li><li>• Focus Attention where you want it</li><li>• Tell a Story</li></ul>
8.	<b>Summary and Close</b> <ul style="list-style-type: none"><li>• Challenges</li></ul>