



INSTRUCTOR

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Available to meet via
Zoom or Skype as needed

Data visualization is an art and a science. It can be considered the modern version of visual communication. Data visualization uses statistical graphics, plots, information graphics and other tools to communicate information clearly and efficiently. As a technical communicator, your main role is to communicate information clearly and efficiently. Data visualization is one more tool for you to use to meet this goal.

In this course, we will study techniques to create effective visualizations. There are no prerequisites to taking this course, but it is suggested that you should have some knowledge of graphics software like Photoshop, as well as Microsoft Excel. This course is not intended for those who are computer scientists, data scientists, or anyone expecting to learn advanced techniques in data visualization. Instead, it is a general overview of how to create visual communication pieces using free tools that are easy to use and to learn. However, this course is a nice introduction to data visualization and you could very well go on to take more advanced courses later on to increase your skill level.

This is a self-paced course with no due dates. There are six modules to work through. You may take as long as you want to work through them. I would suggest working through the first module quickly so that you can move on to the heart of the course and build your knowledge and skills.

LEARNING OBJECTIVES

- Know the key principles and theory in data visualization.
- Learn how to pair the type of data to the appropriate type of chart or graphic.
- Distinguish different types of charts.
- Learn about different types of tools used in data visualization.
- Create two types of effective and aesthetically pleasing visual presentations.

PROJECTS

There are two main projects in this course: You will design an infographic and a data visualization project.

TEXTBOOKS / SOFTWARE

No textbooks required - we will be using readings from the web.

Software/Websites: Adobe Photoshop or similar (optional) in the event you need to edit graphics for infographic project

Infographic application: I would highly suggest Venngage.com. It features a robust library of graphics. You may use the free version or the subscription.

Data Visualization application: We will be using Tableau Public for our final project.

OTHER

Please visit the course modules and under "Welcome" read everything contained in that section before you start the course.