

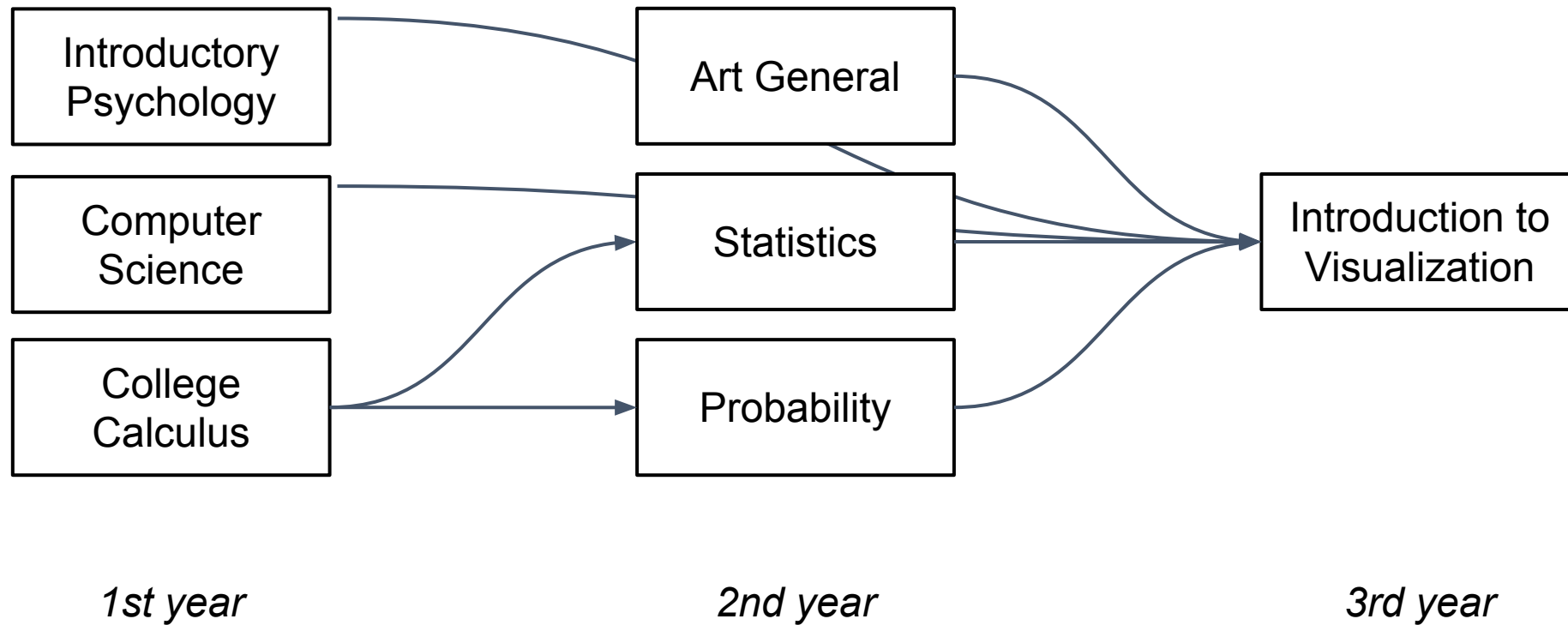
Introduction to Visualization

Taster day for prospective bachelor students

April 18, 2023

This class will teach you to:

- Present data
- Communicate complex ideas
- Give a visual feeling of the underlying message



The data does not speak for itself

Humans are involved in choosing:

- what observations to make
- what categories the observations will fall into
- how data is formatted, stored, maintained, updated, adjusted as technology changes

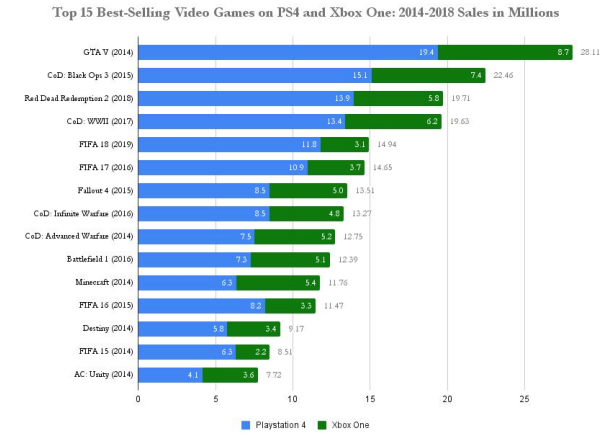
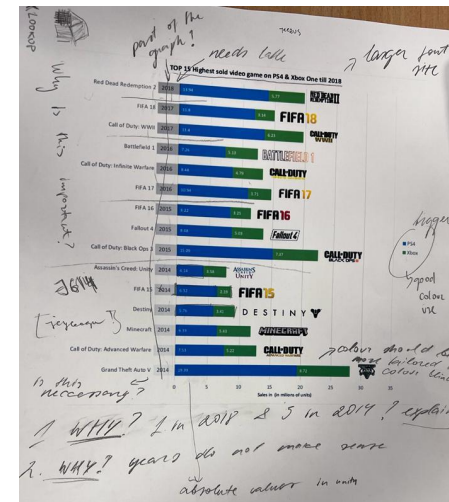
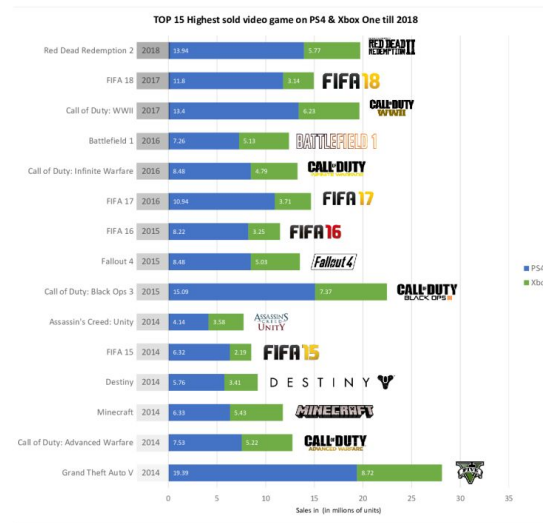
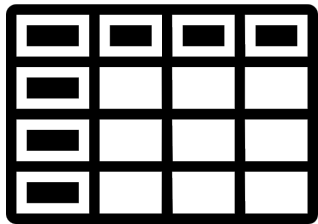
Humans have:

- underlying biases
- implicit assumptions about order and color
- personal experiences that emphasize particular messages

You are **human**. You communicate with **humans**.

Every act of communication should be **deliberate, clear, auditable**.

This course will improve your ability to **communicate visually**.



gather and choose



explore and construct message



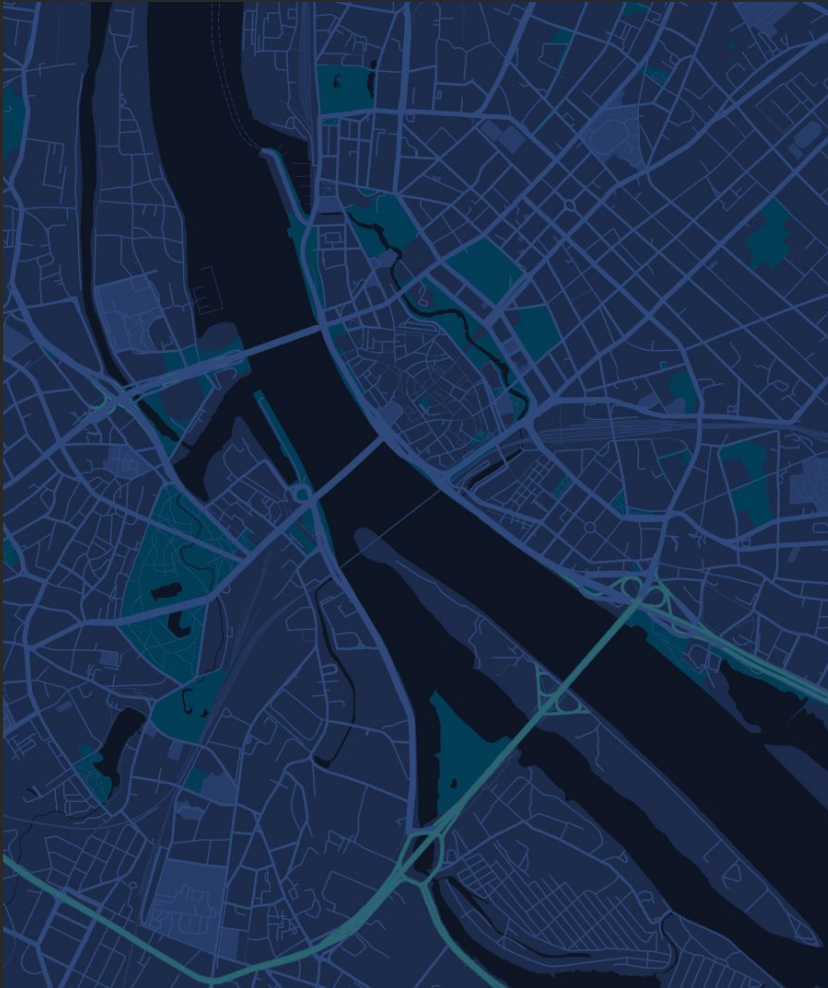
construct a visual



present and critique



improve and repeat

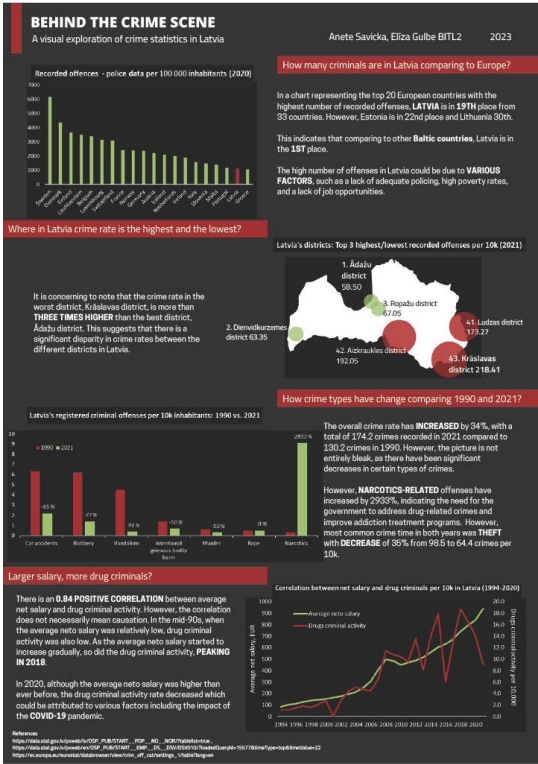


Coding

- Google Sheets / MS Excel
- Python (matplotlib, pandas, requests)
- MS Power BI

Interactive tools

- Canva
- Infogram
- MS Power BI



Student example projects

