

VISUALIZING DATA I (DV1L)

Module

Data Visualization

Format

Presentation

Purpose

This presentation contributes to the module learning objectives by defining key principles of data visualization, distinguishing between data visualization and infographics, and illustrating how data visualization can boost comprehension.

Time Required

- 1 hr.

Activity Description

PowerPoint presentation with speaker notes. This presentation is essential if you will be asking participants to create a data visualization as an assignment. This presentation can also add value to the Creating Policy Presentations module because many policy presentations will include graphs and simple data visualizations.

This session introduces the key principles and approaches for data visualization. An important component, early on, is defining data visualization (data viz) and distinguishing data viz from infographics. The presentation covers the ways that visualizing data can increase comprehension by illustrating the “story” within the data effectively. The presentation introduces the basic steps to follow if one is going to create a data visualization.

Key Learning Concept(s)

- Defining data visualization: A non-text display of data that enhances the understanding of that data.
- Distinguishing data viz from infographics, which may or may not present data.
- Data viz can be as simple as a basic bar chart or extremely complex.
- A good data visualization must not misrepresent data, be easy to understand, and use the graphic display of the data to increase understanding of the data over using text alone.

Materials Needed

- Laptop and projector

Associated Presentations

- Visualizing Data II (DV2L)

Required Preparation

- Read [A Business Guide to Visual Communication](#)



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