

VISUALIZING DATA II (DV2L)

Module

Data Visualization

Format

Presentation

Purpose

This presentation contributes to the module learning objectives by defining the design principles of effective data visualization and introducing tools participants can use to create a data visualization.

Time Required

- 1 hr.

Activity Description

PowerPoint presentation with speaker notes. This session complements Visualizing Data I by introducing the design principles and tools participants can use to create a data viz. This presentation, however, can also stand alone as a complement to content in the Creating Policy Presentations module. This presentation can be used (with or without the second section on data viz tools) to teach design principles that also hold true for the design of PowerPoint slides, particularly those that include graphs or simple data visualizations.

This presentation focuses on design tips for data visualization, such as color, layout, text, and images. It includes a number of examples of different types of data visualizations to illustrate best practices. There is a discussion activity embedded in which participants discuss three data viz examples in small groups. The facilitator then illustrates how the examples can be improved. If possible, don't include the "after" slides of these examples in any printed handouts for participants so that their discussion won't be affected by knowing the suggested "answers." During this discussion, you may want to remind participants that there are many different ways that the original examples could be improved; the "after" examples are one approach for each graph, but other approaches would also work depending on the audience and communication objective.

The final section of the presentation reviews tools that participants can use to create a data visualization. If participants won't be completing session DV4A, Visualizing Your Data, in which each participant creates a data viz based on his/her research or topic, you may not need to include this section. The majority of the tools included here are freely available online. You can decide how much time to spend introducing each tool, above and beyond what is included in the presentation, depending on your expectations for participants for session DV4A.

Key Learning Concept(s)

- Data viz design principles for color, text, images, content, and message.
- The wide variety of tools and approaches that are available to create data visualizations.

Materials Needed

- Laptop and projector

Associated Presentations

- Visualizing Data I (DV1L)

Required Preparation

- None



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