Data Visualisation & Presentation Techniques

PREREQUISITES
- Demonstrate a good working knowledge of Microsoft Excel
- Understand formula/function writing to manipulate data
- Understand basic features of Pivot Tables, such as the area designed for field

SUMMARY
- In this course, you will learn the fundamentals and best practices of data visualisation techniques, as well as hands-on approaches to using Microsoft Excel and PowerPoint to present your data in a variety of formats.
- You will complete multiple exercises and create various types of visualizations and charts throughout the course.

LEARNING OUTCOMES
- Understand basic graphic design principles and how audiences process information visually
- Learn how to make use of emphasis, color, layout, and typography to maximize the clarity of your messages
- Become familiar with available tools/techniques for data visualization
- Understand the differences between "Glanceable" and "Referenceable" visualizations and how to harness the power of each
- Increase the impact and strength of your messages by choosing the most effective chart for a given data set and story in various circumstances

COURSE CONTENT

Data Visualisation Formats
Identify correlations, clusters or patterns and turn them into infographics:
- Different types of charts and graphs (e.g. scatter plots, bubble graphs, pie charts)
- How to easily identify which format to use for which story
- Splitting data between different visualisations

Design Techniques
Understand how to present data in the clearest manner:
- Using colour to add clarity
- Arranging information
- Simple tricks to make your designs look brilliant

Software and online tools
Key steps for maximising different software, including:
- Getting your data in order with Excel
- Using Powerpoint and Keynote simply and effectively
- How to use online tools such as Prezi and Datawrapper

Getting creative and telling stories with data
Understand how to apply professional techniques to presentations and reports, including:
- Mining data to find stories
- How different storytelling approaches can be applied to the same data
- How audiences read and interpret visual stories