DATA, *DESIGNED*

with **JONATHAN SCHWABISH**

and **STEFANIE POSAVEC**

Data pros, become better designers. Designers, dive into data.

Bring your data to life using innovative visualization techniques in this one-day workshop unlike any other, and learn from world leaders that come from two sides of data visualization: data science and design. Explore styles, techniques, and best practices to create meaningful and beautiful visualizations.

As the amount and speed of data grows at ever-increasing rates, being able to visualize and communicate data and data analysis has become more and more important. Organizations that are tasked with producing, releasing, and analyzing large amounts of data can more effectively do so by understanding how to visualize their data. In this full-day workshop, you will learn the important underpinnings of the science and design process behind data visualization and how to effectively communicate your work.

Taught by world-renowned leaders in the field — Stefanie Posavec and Jonathan Schwabish — this full-day workshop will inspire you to push beyond your own limits so you can create great, effective visualizations, and will provide you with the core skills needed to conceptualize, plan, and develop data visualization products. Step away from your keyboard and enjoy some fresh space for your hands and mind: the entire workshop will be off-screen, using nothing more than basic drawing materials and office supplies.

Working in groups, the instructors will guide you through the analysis of a dataset to the design and implementation of your own custom visualization method. You will expand your graphic knowledge, learn best practices, and discover different and innovative ways to communicate your data and analysis. Posavec and Schwabish will offer insights into the design principles that are integral to creating a successful visualization, regardless of function, medium, or context.

No coding skills, design skills, or data skills needed: the only requirement is an interest in data visualization!

WHO THIS COURSE IS FOR:

This course is for anyone interested in data visualization and who wants to better understand the general design process regardless of their data analysis or software skills, including:

- **People working with and analyzing data** including government analysts, scholars, and researchers are interested in improving how they communicate their work
- **Communication designers and other creatives** looking to expand their communication design skillset
- **Publishers and content creators** who want to explore visual approaches to communicating their company's message

CONTENT

- What is data visualization? Why is it important and what is its function?
- How do we perceive visual information?
    Visual perception and the importance of data visualization.
- What graph types can we use? An overview of different graphs.
- What are data visualization best practices and strategies?
- How should I think critically about visualization design?
- How do I design a data visualization system?
- What else do I need? The anatomy of a successful data visualization.

AGENDA

DATA

9:00a-9:15a	Workshop Introduction
9:15a-10:15a	Data Representation: Types of Visualizations
10:15a-10:45a	Exercise: Identify visualization types
10:45a-11:00a	**Break**
11:00a-12:00p	Introduction to Data Visualization Best Practices
12:00p-12:30p	Exercise: Graphics critique
12:30p-1:30p	**Lunch on your own**

DESIGN

1:30p-1:40p	Workshop Introduction
1:40p-2:30p	Data Analysis and Data Visualization Basics
2:30p-3:20p	Exercise: Drawing the First Stage of Your Visualization
3:20p-3:45p	**Break**
3:45p-4:30p	Exercise: Organizing Your Visualization in its Final Form
4:30p-5:00p	Group Feedback and Conclusion

BY THE END OF THE WORKSHOP, THE ATTENDEES WILL:

- Be familiar with different kinds of data visualizations.
- Identify the different forms and functions of visualizations.
- Learn, and exchange ideas about, visualization best practices.
- Learn how to increase message clarity and impact.
- Learn the basic data analysis skills one needs as a data visualizer.
- Understand the data visualization design process.
- Explore how to create their own custom data visualization system.
- Have a starting point for applying data visualization in their own work.

WHAT YOU WILL GET:

All attendees receive copies of the authors' books, _Dear Data_ and _Better Presentations: A Guide for Scholars, Researchers, and Wonks._ Attendees also receive copies of the Desktop Graphic Continuum data visualization library as well as assorted handouts and reference materials.

ABOUT THE COURSE LEADERS

Jonathan Schwabish is a PhD economist who is passionate about helping people working with data improve the way they communicate their work to a wider audience. Founder of the data visualization and presentation skills firm, PolicyViz, and a Senior Fellow at the Urban Institute, a nonprofit research institution in Washington, DC, Schwabish helps nonprofits, research institutions, and governments at all levels improve how they communicate their work and findings to their partners, constituents, and citizens.

Dr. Schwabish is considered a leader in the data visualization field and is a leading voice for clarity and accessibility in research. He has written on various aspects of how to best visualize data including technical aspects of creation, design best practices, and how to communicate data analysis and research in more accessible ways.

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Stefanie Posavec is a London-based designer for whom data is her favorite material, with projects ranging from data visualization and information design to commissioned data art. This work has been exhibited internationally at major galleries including MoMA (New York), the V&A, the Design Museum, and the Science Museum (London). In 2013, she was Facebook's first data-artist-in-residence at their Menlo Park campus.

She recently completed a year-long drawing project with the information designer Giorgia Lupi called Dear Data, where each week they gathered and drew their data on a postcard to send to the other. This project was deemed the 'Best Dataviz Project' and the 'Most Beautiful' (the highest accolade) at the 2015 Kantar Information is Beautiful Awards, nominated for 'Designs of the Year 2016' at the Design Museum London, and is published as a book by Princeton Architectural Press. The 104 postcards and sketchbooks that form the project are held in the permanent collection of MoMA, New York.

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