

Intro to datavis & context

Datavisualization

Overview of course

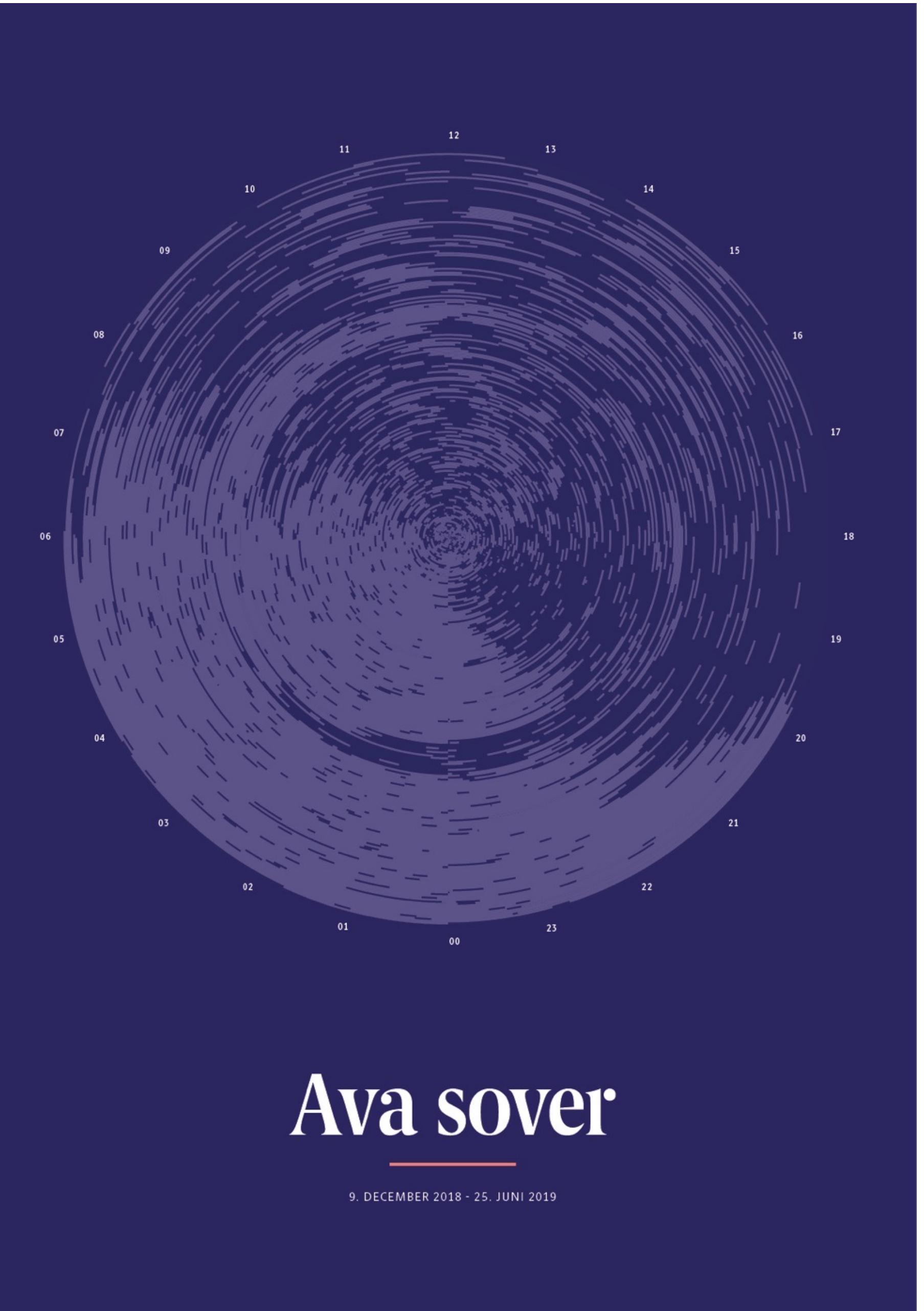
- Visualisering - intro til datavisualisering + Hvad, hvem udforske data
- Visualisering - Hvilken visualiseringsform
- Visualisering - Tableau
- Visualisering - Design (Sigrid Van beusekom)
- Visualisering - Fokuserede visualiseringer
- Visualisering - Storytelling
- Visualisering - Interactive graphs

Målet

At I som studerende kan lave flotte visualiseringer der tydeligt kommunikerer en pointe til en bestemt målgruppe

Studieordning

Data visualization is the graphical representation of information and data



Ava sover

9. DECEMBER 2018 - 25. JUNI 2019

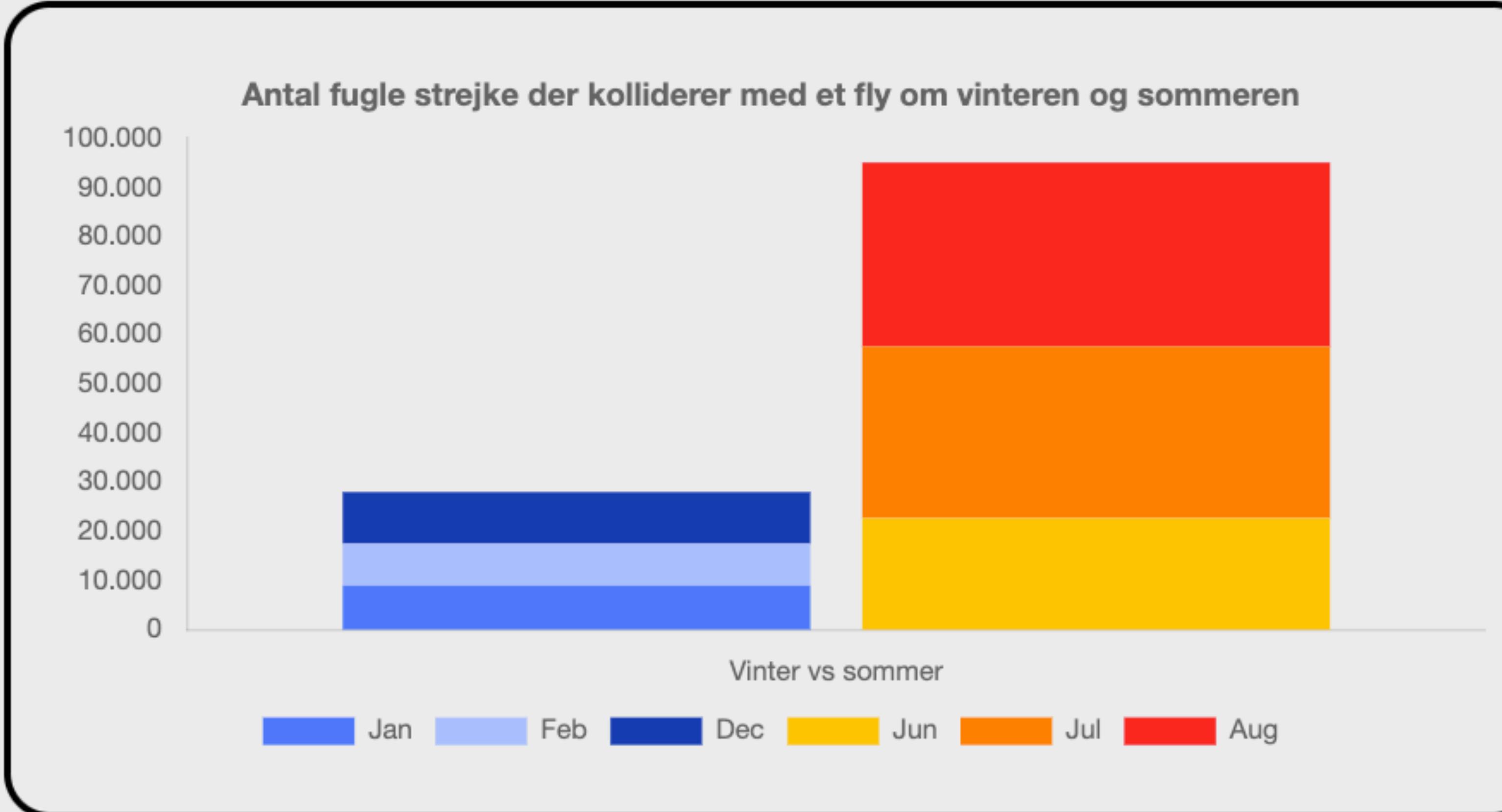
Interaktiv grafik: Hvor mange tjener mindre
end dig?



Source: CQC ratings data, 31 July 2017.

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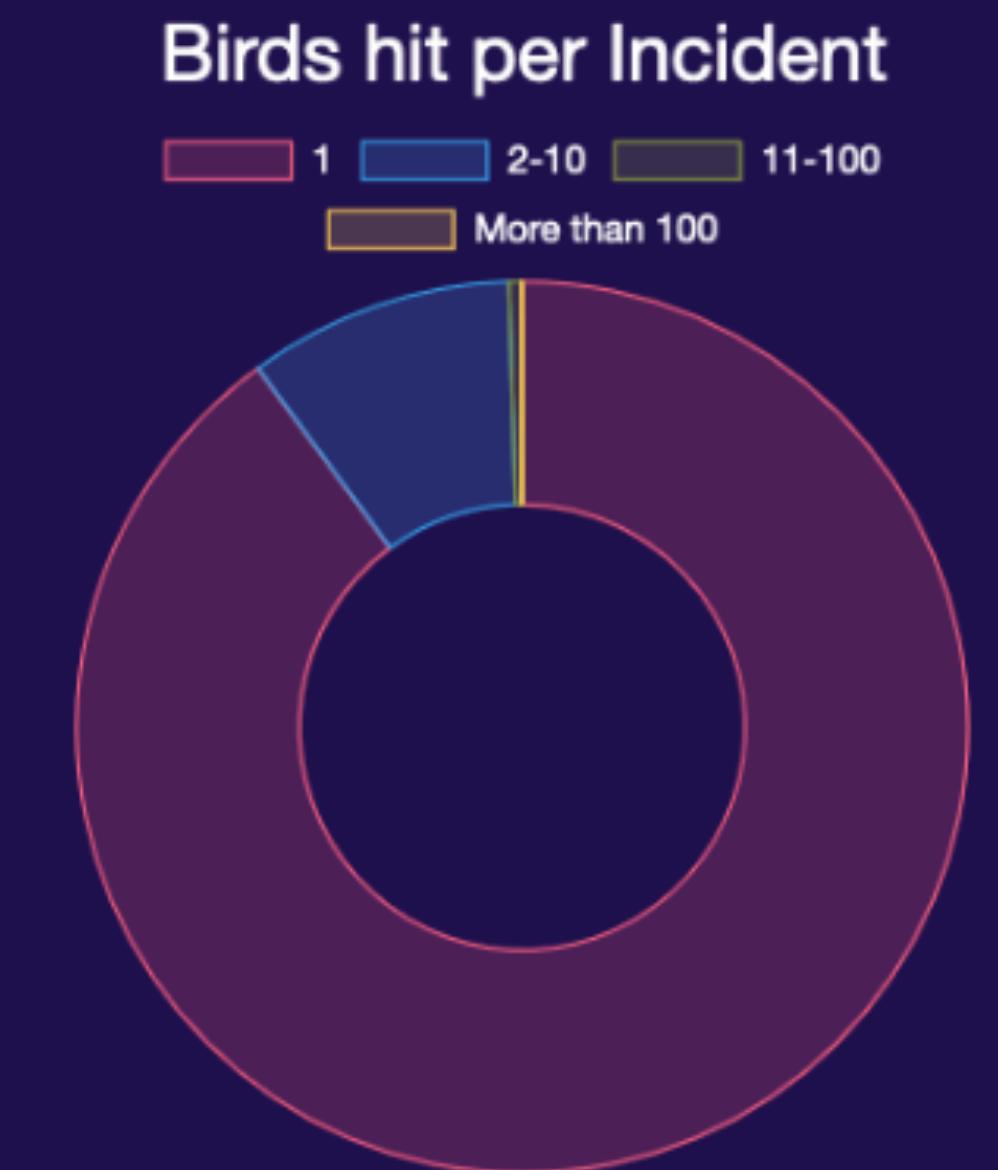
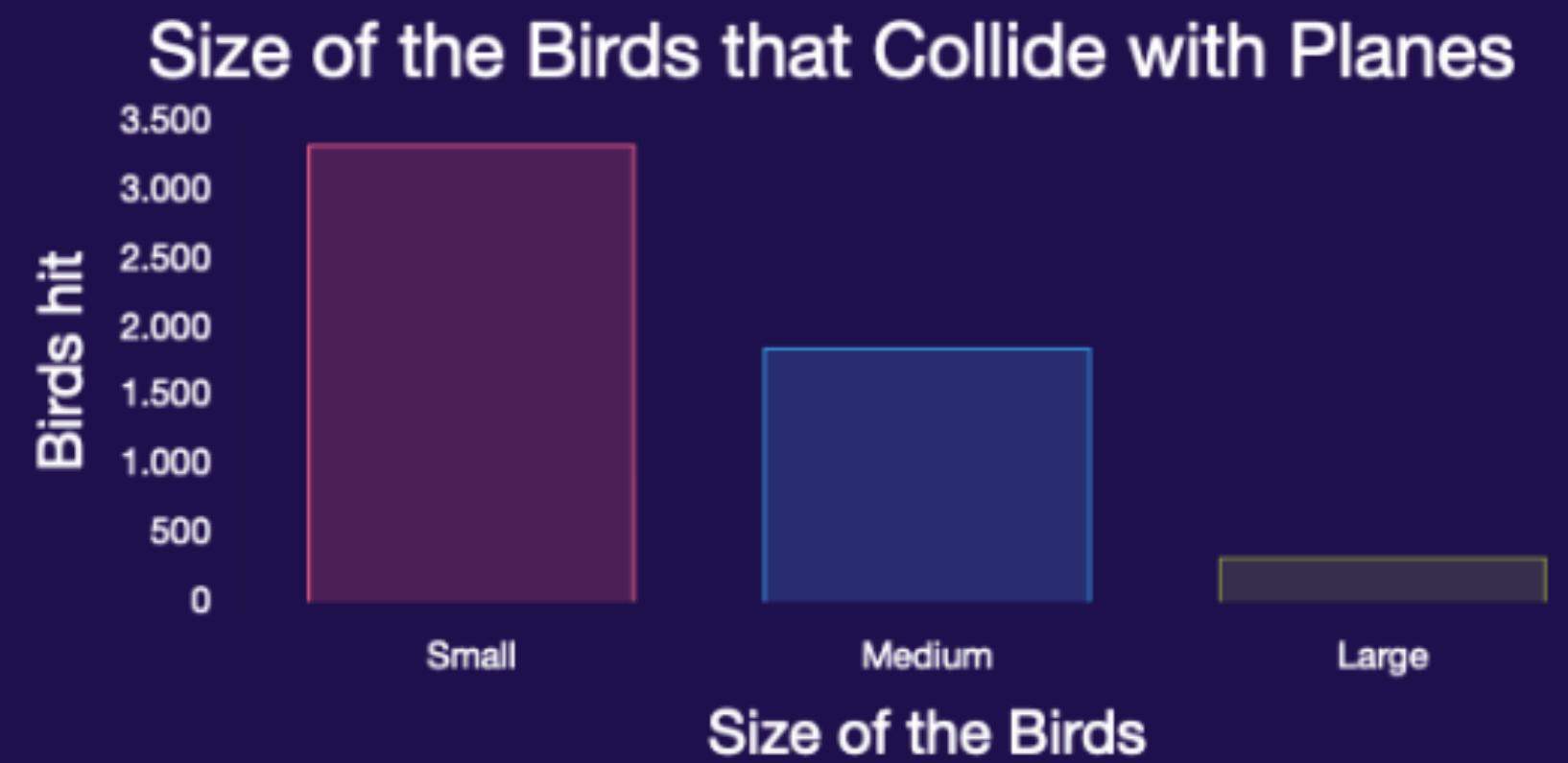
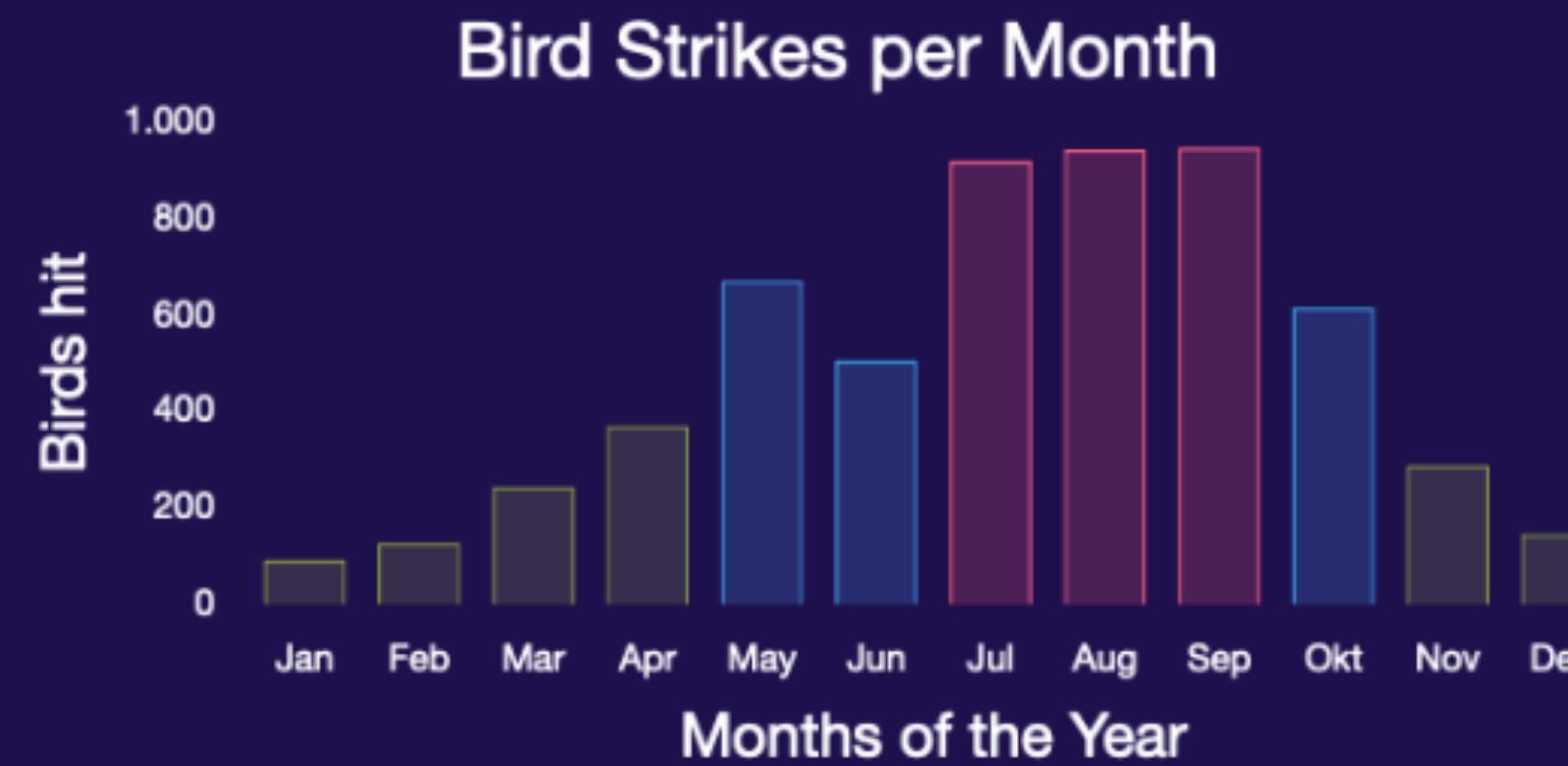
Flymekanikere, sørg for ekstra ressourcer om sommeren



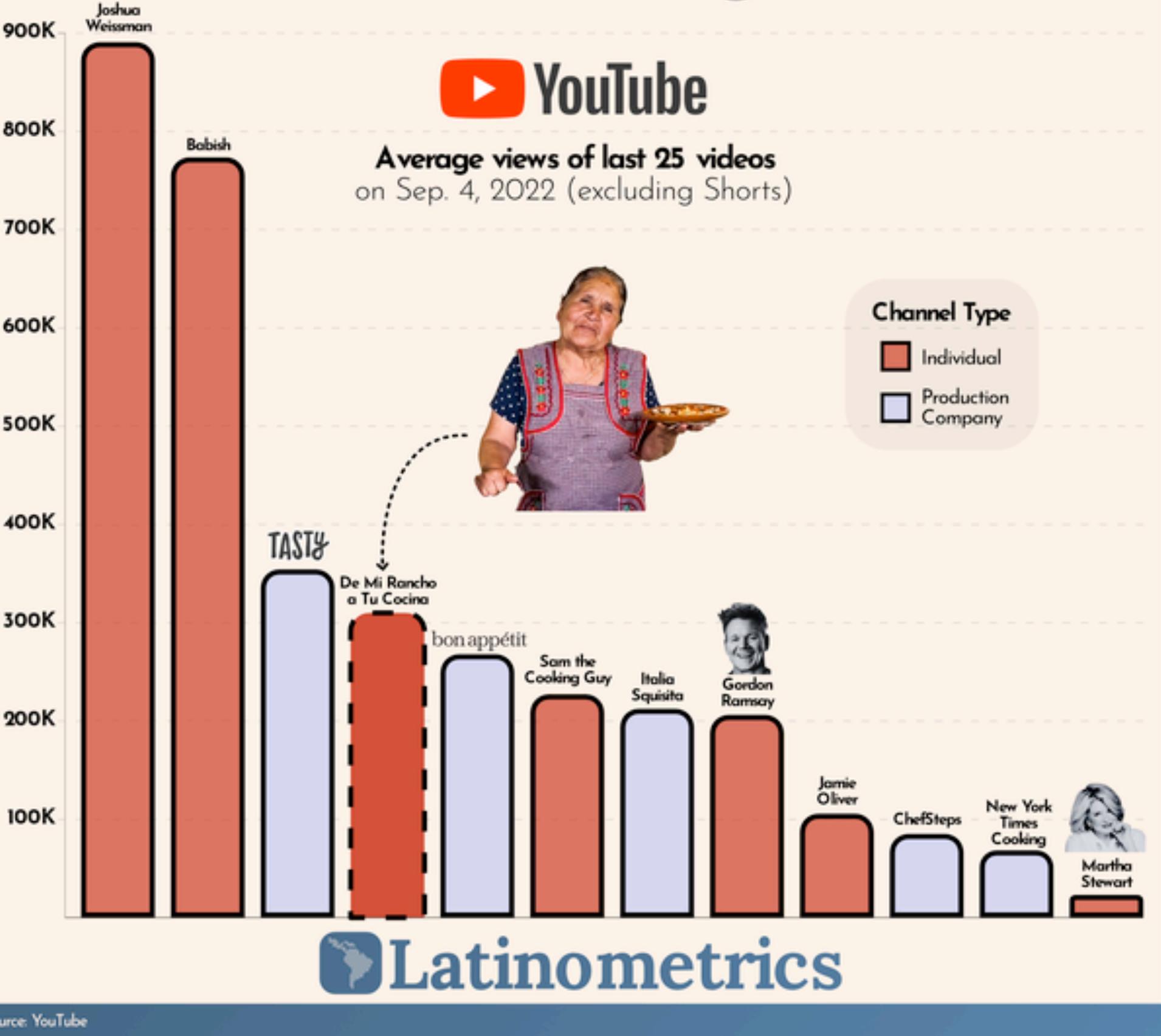
Fugle kan flyve ind i et fly ved et uheld. I den ovenstående graf vises der er langt flere antal fugleangreb om sommeren end vinteren. Det kan skyldes at fuglene i den tidsperiode flyver til varmere områder og færre fugle flyver om vinteren pga. kulde.

**Showing data vs (story)telling
data**

Bird Strikes in Chicago O'Hare Int Airport



A Mexican Abuelita Has One of the Hottest Cooking Channels



Exercise time

20 minutes

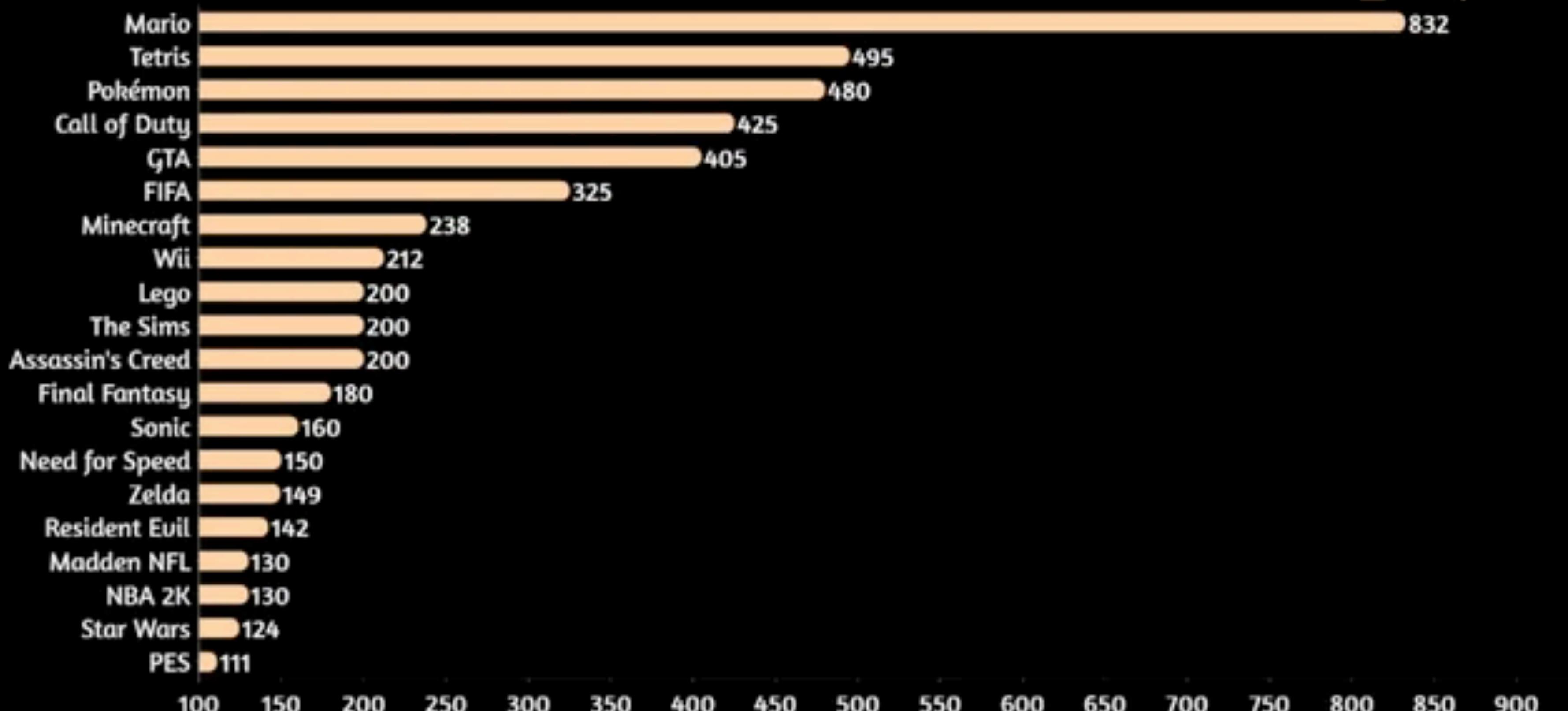
- If we were to gather everyones height in ITA22
- How many ways could we visualise that data?
- Each group come up with at least 5 visualisations
 - Try and quickly sketch them down aswell
 - Try and think outside the box
 - **Send to behu@kea.dk**

Pause 10 min

Exploratory vs explanatory

TOP 20 BEST-SELLING VIDEO GAME FRANCHISES OF ALL TIME

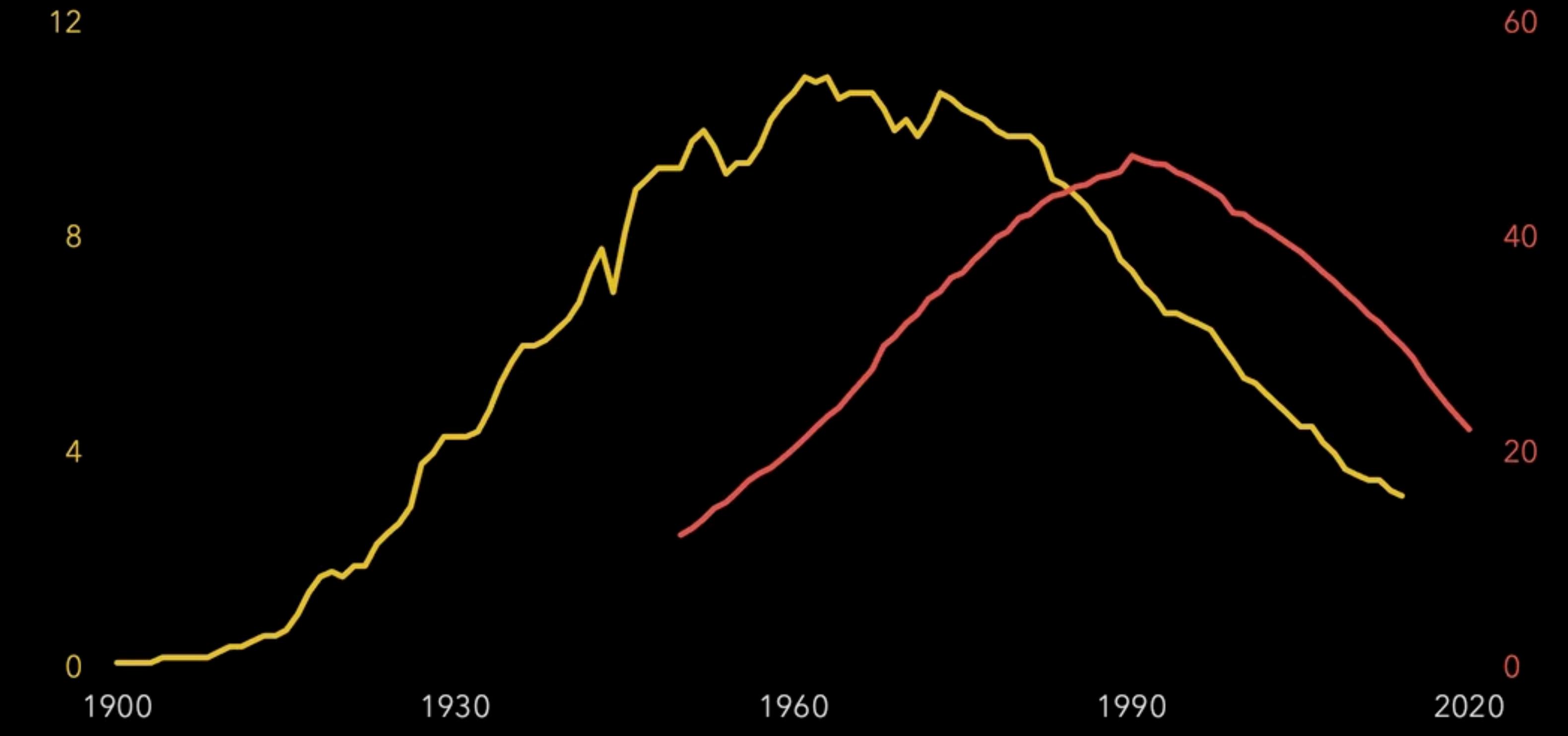
Sales (in millions)



Source https://en.wikipedia.org/wiki/List_of_best-selling_video_game_franchises



USA:
Cigarettes Sold (per adult* per day)
Lung Cancer Death Rate (per 100,000 people)



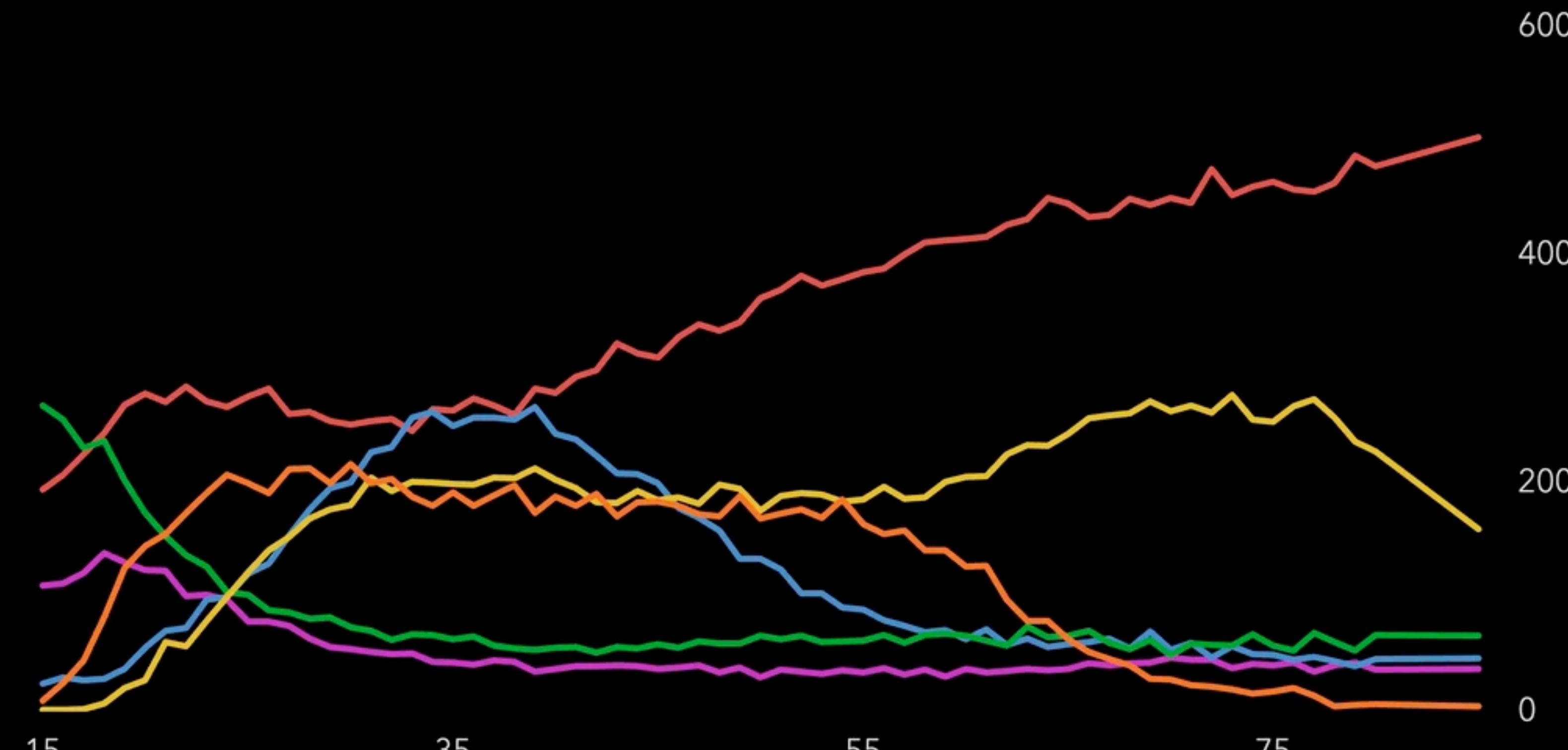
* Ages 15+

Source: Rose Technology, OWID



Who Americans Spend Their Time With (minutes per day, by age)

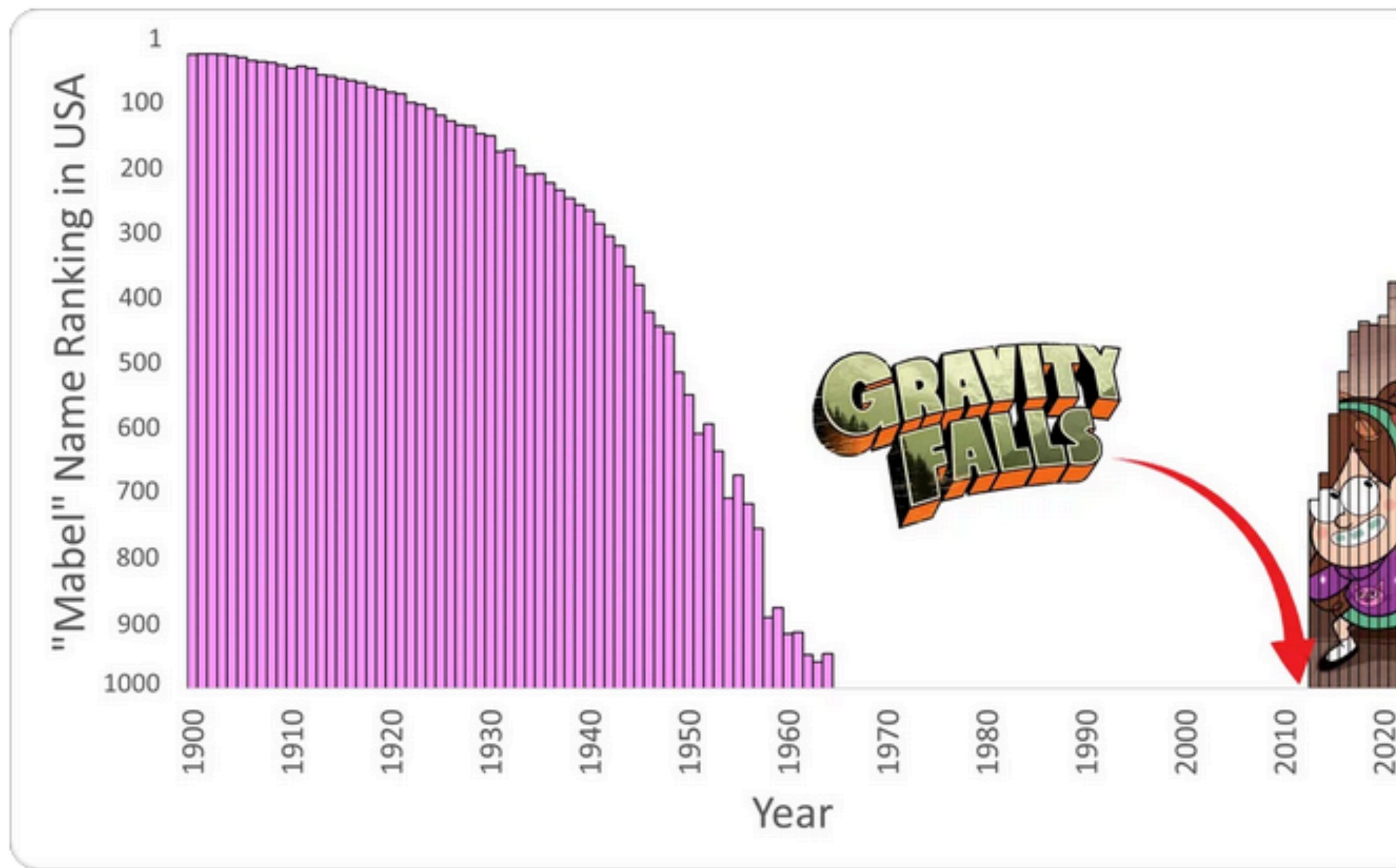
— Alone — Friends — Children — Family — Partner — Coworkers



Source: Rose Technology, OWID

[OC] The popularity of the name "Mabel" in the United States skyrocketed after Gravity Falls came out

OC



Context

1. To whom are you communicating?
2. What do you want your audience to know? What does your audience want to know?
3. How will you present your data? How can we use data to communicate our point?

Interaktiv grafik: Hvor mange tjener mindre
end dig?

To whom are you communicating?

- Your audience: The more precise you can be the better
- Create different visualisations for different users
- Your relationship with the users

What do your audience want to know?

- Hvad vil jeg gerne sige med den her visualisering!
- We need to make some very hard choices here. We control the narrative!
We are the experts!

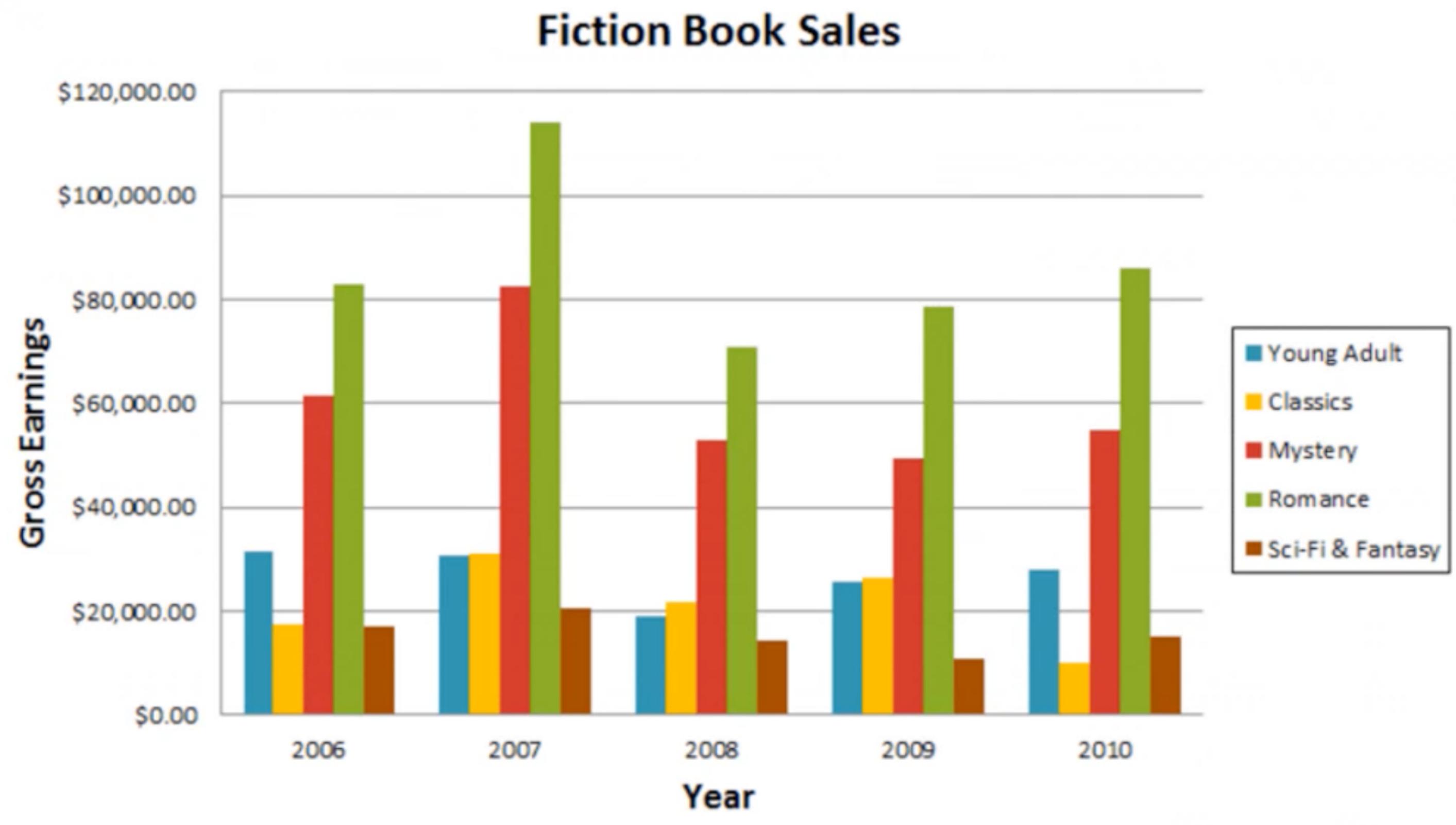
Repetitiveness Per Artist

All Decades | '10s | '00s | '90s | '80s | '70s | '60s



29% 34% 38% 43% 46% 50% 53% 56% 59% 62% 65%

AVG. SIZE REDUCTION



How can we use data to communicate our point?

- Different types of visualisations
- Tone
 - Serious, surprising, creative, focused, relaxed
- Is it a website? A graph? An email? A presentation

3 minute story

If you had only three minutes to tell your audience what they need to know, what would you say?



Big idea

- 1. It must articulate your unique point of view;**
- 2. It must convey what's at stake**
- 3. It must be a complete sentence**



Storyboarding

It is a visual outline of the content you plan to create

Use a whiteboard, Post-it notes, or plain paper



**Come with visualisations you
see in the wild!**

Case time!

In each group choose a case that you want to work with. Take a look at the data and first figure out

1. To whom are you communicating?
2. What does your audience want to know?
3. How can we use data to communicate our point?

You should not analyse the data but simply come up with a story that is within the realms of possible. Fx if working with the soccer player data we could say that players with left foot earned more than the people with right foot.

When you have figured out 1, 2 and 3. Create

- 3-minute story
- Big idea
- Storyboarding
- Your data visualisation!

Cases

BMI dataset

Data showing gender, height, weight, BMI of 500 people. [Find the data here](#)

Most used passwords

Data regarding most used passwords and how many have used them. [Find the data here](#)

Movie info

Here you can find title, year, rating, votes and running times. [Find the data here](#)