

## **DSSA Final Project**

### **Assignment:**

The time has come to put the theoretical knowledge from this semester into practical use. For your final project, you will think of a question you want to research and answer through a visualization. The most challenging part of the project is not creating a visualization but asking the right question, figuring out the approach to take, and who your audience is. Once you have your question, determining the steps to answer your question can be done through data analysis, machine learning, or deep learning. Your outcome should produce findings and/or a visual.

### **Goal:**

The final project is to combine data visualization best practices, your newly cultivated analyzing skills this semester, and refined visual literacy skills learned from Tufte and Gestalt to create visuals that are easy to interpret and convey a message that answers or attempts to answer your question.

### **Presentation:**

5-10 min discussion about your project on Thursday, May 4<sup>th</sup> (last day of class).

### **Web Presence:**

After you've done all the number crunching, the next step is to think about a web presence. A dashboard is one way to display your work, but an article can be just as powerful. A dashboard is an active way to engagement, and an article is passive engagement. Both allow you to showcase your ability, unique interests, and engage with your audience but in different ways. There are many ways (LinkedIn posts, a blog) to create a web presence with your work, so feel free to explore other technology not discussed in class. Starting is what matters, so start small and build. The story behind the data is what resonates with your viewers. Remember, stories sell, and facts tell.

### **Requirements:**

1. A page summary about the motivation behind your project. Explain the choices for the concepts used in your exploration and the reason for the visualization.
2. The topic submission is due on April 19th. Submit the question or problem you would like to explore.
3. The application and summary report with the attached syntax is due on Friday, May 5th.