



Data Visualization

Fundamentals of Visualization

The Who, what and How of Data Visualization

It's essential to
be well versed
with data you
are visualizing





- Beauty means nothing unless you can explain why you visualized the data the way you did

Poor design can
ruin what you
are trying to
convey





What's the audience?

Boss or Colleague

Know their
expectations

Are you drafting a
series or is it the
final?



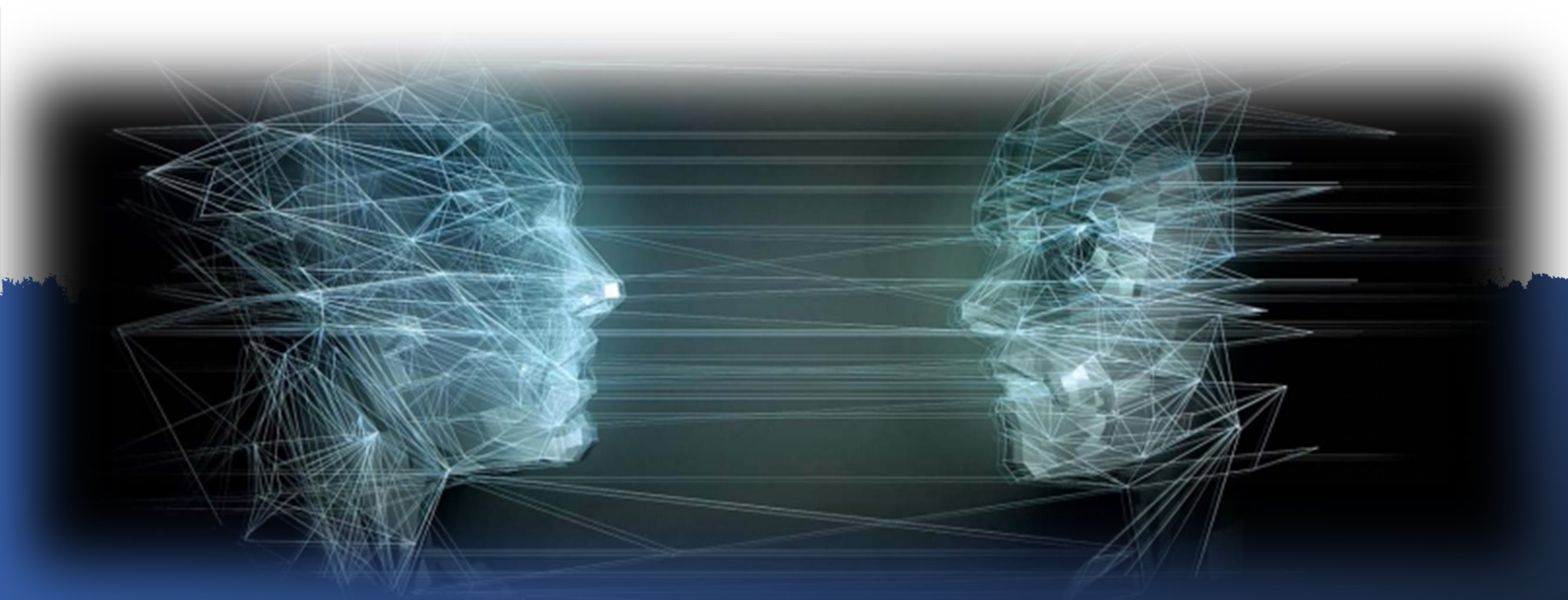
Committee

Are you a member
or a guest?





What do you need your audience to do?



How will you communicate to your audience?



Presentation

- You'll have control
- Don't include a lot of detail



Document or Email

- Include a lot of detail
- They will have control



How will this happen?



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Illustration of The Who, what and How



What's the “who” here?



Chemistry
department



Budget office



Prospective
students

“What”

Program was a
success
Funding rationale



Define Success

Show the
difference between
the two groups



Include any non-
supporting data so
decision makers
have the full story





There might be other reasons to continue funding

“The Big idea”

1. Articulate a unique point of view
 2. Convey the stakes
 3. Be a complete sentence
-

resonate

PRESENT
VISUAL
STORIES
THAT
TRANSFORM
AUDIENCES

Nancy Duarte

What is the “big idea” for the chemistry class visualization?

“The Big idea”

resonate

1. Articulate a unique point of view
2. Convey the stakes
3. Be a complete sentence

Nancy Duarte

The pilot web-based summer chemistry session was a success at improving outcomes for students who took introductory chemistry in the fall. Therefore, we recommend continuing to fund the program next year

“The Big idea”

resonate

1. Articulate a unique point of view
2. Convey the stakes
3. Be a complete sentence

Nancy Duarte



What can you come up with from your own work experience?

“I would have written
a shorter letter but I
didn't have the time.”
-Blaise Pascal

