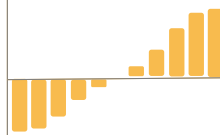
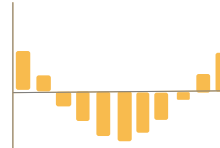


Data Visualization

AUBER Workshop



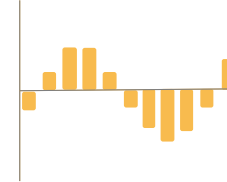
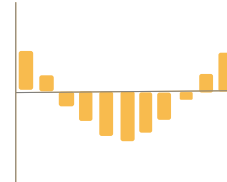
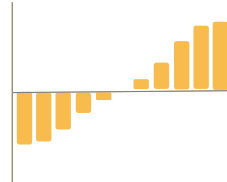
Breakout Session Reference



Design Principles
Charts + Exploration
Storytelling

Data Visualization

Design Principles | Exploration + Conception | Storytelling



No. 1

Data
Visualization
Design Process

1

Think

Main idea
Audience
Medium
Purpose

2

Sketch

Explore chart types
State the goal +
signal words
Be creative
Sketch

3

Create

Digital prototype
Leverage tools
Structure
Simplicity

4

Articulate

Refine for impact:
Preattentive attributes
Highlight + Annotate
+ Frame
Five-second rule

No. 2

Storytelling
Presenting for
Impact

1

Stories + Strategy

Explore for arcs
Context
Hide-n-Reveal

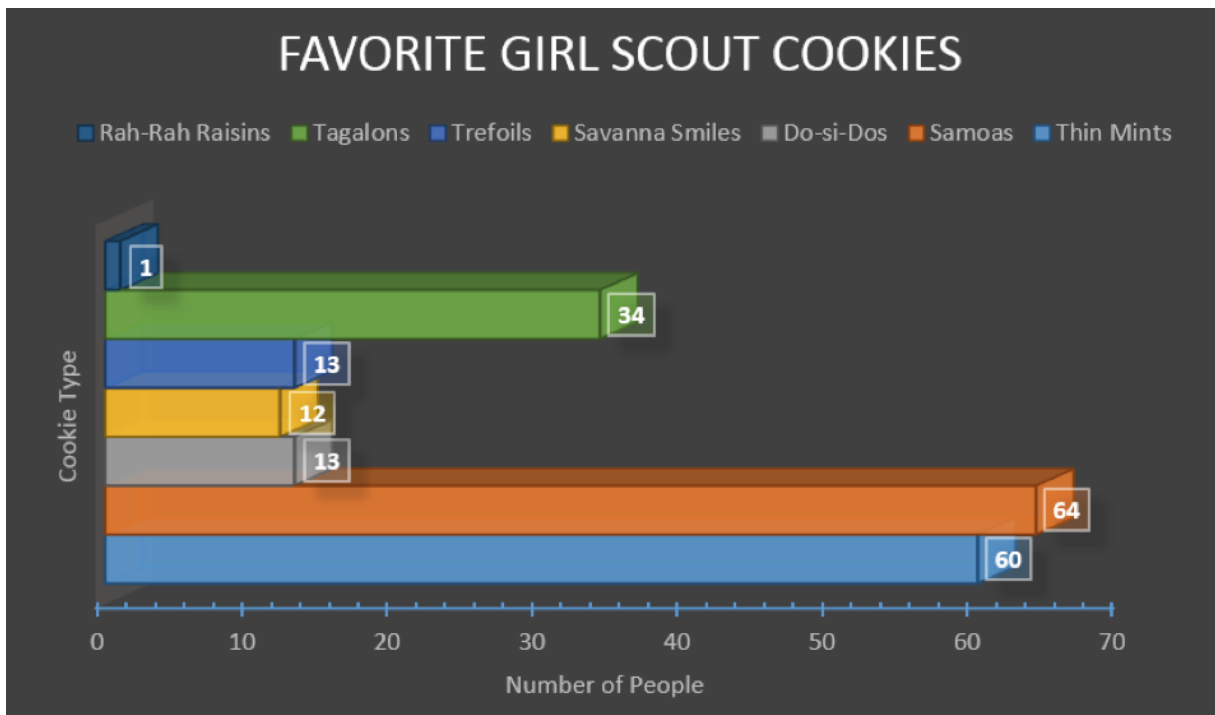
2

Searching for Stories

Make it human
Scale + Perspective
Shock + awe

Mini Case Study | Practice

Data Visualization
Design Principles | Exploration + Conception | Storytelling



- 1 What is your first impression of the visual? First thoughts?
- 2 What do you like?
- 3 What would you improve?
Think in terms of chart type, structure, simplicity, capturing the main idea, refining for impact (preattentive attributes, annotation, highlighting, etc.).
- 4 Sketch potential redesigns of the visual and determine the “best” alternative visualization

Exploratory Data Visualization via Chart Type Selection Practice

* Using this dataset,
brainstorm three
questions/goal
statements along
with three potential
sketched visuals for
exploration

Data Visualization

Design Principles | Exploration + Conception | Storytelling



Tesla Quarterly Vehicle Deliveries by Type

Deliveries	Tesla Model 3	Tesla Model Y	Tesla Model S	Tesla Model X	Total
Q2 2016	0	0	9764	4638	14402
Q3 2016	0	0	16047	8774	24821
Q4 2016	0	0	12700	9500	22200
Q1 2017	0	0	13481	11570	25051
Q2 2017	0	0	12010	10010	22020
Q3 2017	220	0	14065	11865	26150
Q4 2017	1550	0	15200	13120	29870
Q1 2018	8180	0	11730	10070	29980
Q2 2018	18440	0	10930	11370	40740
Q3 2018	55840	0	14470	13190	83500
Q4 2018	63150	0	13500	14050	90700
Q1 2019	50900	0	6000	6100	63000
Q2 2019	77634	0	8422	9300	95356
Q3 2019	79703	0	8383	9100	97186
Q4 2019	92620	0	8375	11100	112095
Q1 2020	73975	2291	4525	7705	88496
Q2 2020	63793	16484	3927	6687	90891
Q3 2020	94049	30269	4583	10693	139594
Q4 2020	126624	35123	6060	12860	180667
Q1 2021	115077	67780	1010	1010	184877
Q2 2021	110054	89360	890	1000	201304
Q3 2021	111225	120800	9000	275	241300
Q4 2021	140000	156850	4050	7700	308600
Q1 2022	129764	165560	7362	7362	310048

Case Study

Practice

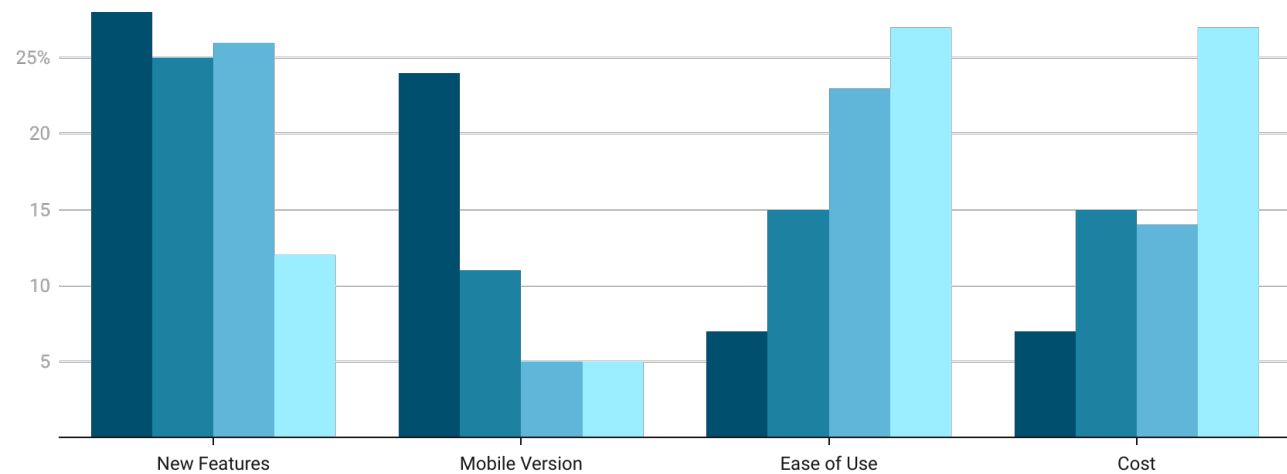
Data Visualization
Design Principles | Exploration + Conception | Storytelling



What are the most important aspects of this product that make you want to buy it?

Percentage saying it's important

Under 35 35-54 55-64 65+



*Using your assigned visual:

1. Redesign the visual as needed
2. Tell a two-three slide story of the visual for a presentation