

Strategy and architecture: Information Strategy: Data visualization VISL

Description

The process of interpreting concepts, ideas, and facts by using graphical representations. Condensing and encapsulating the characteristics of data, making it easier to surface opportunities, identify risks, analyse trends, to drive effective decision-making. Presenting findings and data insights in creative ways to facilitate the understanding of data across a range of technical and non-technical audiences.

Level 5

Establishes the purpose and parameters of the data visualisation. Provides overall control, to ensure appropriate use of data visualisation tools and techniques. Formats and communicates results, using textual, numeric, graphical and other visualisation methods appropriate to the target audience. Advises on appropriate use of data visualisation for different purposes and contexts to enable requirements to be satisfied. Develops plans showing how the identified user needs will be met. Leads exploration of new approaches for data visualisation.

Level 4

Applies a variety of visualisation techniques and designs the content and appearance of data visuals. Operationalises and automates activities for efficient and timely production of data visuals. Selects appropriate visualisation approach from a range of applicable options. Contributes to exploration and experimentation in data visualisation.