

COURSE CONTENT

Data Storytelling:

- This course will cover concepts that become involved when working beyond simple datasets. Exploring the connection between visual aspects and data exploration, and work through data storytelling

Multivariate Visualization Methods:

For all but the simplest datasets, complex analytics requires a multivariate insight of the data being studied. Visual interactivity with the data is a key component of multivariate analytics and makes finding higher dimensional relationships in complex datasets more intuitive. In this module, we'll take a look at various chart types and visualizations used to express comparisons. You will also have the opportunity to practice correlations in Tableau.

Statistical and Distribution:

How important do you think interaction is for general audiences to gain an overview of complex data sets? In this module, we'll explore how visual interactivity with the data makes higher dimensional relationships in complex datasets more intuitive and debate whether interactivity in visualization is a hindrance or help for larger audiences.

Storytelling with Data:

Why does storytelling matter when delivering data to your audiences? What are the principles of storytelling that you should implement into your visuals? In this module, we'll examine aspects of storytelling and how to structure your story to effectively communicate the right insights to your key stakeholders.

Outcome:

By the end of this Course:

- Students will create a storyboard from scratch
- Develop a visual presentation which includes animation, live-action video.
- Students will create a plan and organize ideas and utilize graphic design tools as they create storyboard template for an ultimate visual experience.