Storytelling Through
Data Visualization

ADVOCACY AND COMMUNICATIONS

Training Agenda

INTRODUCTION

Data visualization is a form of communication that portrays dense and complex information in graphical form. The resulting visuals are designed to make it easy to compare data and use it to tell a story – both of which can help users in decision making. Data is presented through the means of its visualization, and the visualization represents the medium, a way to explore, present and express meaning of data.

This Story telling through Data Visualization training course will teach the participants ways to effectively visualize the data, using different tools and techniques. Using Excel, PowerPoint and open-source visualization tool will be the basis of this training course, but the use of other software will also be discussed in depth through the training. The participants will learn how to incorporate statistics, design and aesthetics of both the data and the final visualization with reference to their specific field.

OBJECTIVES

The objective of this training workshop is to demonstrate data visualization methods and tools and how it can be used for better planning and advocacy and to create presentations: tables, graphs, maps. The sessions of this workshop are tailored for all those whose role are to communicate messages using right data and its visualization. Basics of data analysis, visualization and storytelling will be covered in this training workshop.

This workshop will prepare participants for the use of powerful mediums of visualization to identify trends, patterns and other hidden elements of the data they are working with. Further, the course aims at enhancing the knowledge of the participants in the proper process of creating the visual presentation of their data. The training will enhance participants' capacities to know what to think, when to think and how to think about all the analytical and design decisions involved in any data-driven communication.

The specific objectives are to train participants on:

- ❖ Using data for advocacy and communications
- ❖ Visualization as a new lens for communication of ideas and stories

❖ Facilitate research, find and curate important data

❖ Using new methods and approaches for visualizing data, and

❖ Combining design-thinking with statistical consistency

WORKSHOP STRUCTURE

The duration of the workshop is four days – 2.5 hours per day. This workshop is designed to train the journalist, blog writers, social media handlers and other communication specialists who bring data to life by presenting underlying facts using easy to understand comprehensive visualizations. The workshop will help to:

❖ Bringing data to life; enhance the capacity of the media to convert dry data, facts, and analysis into interesting stories.

❖ Understand that numbers have an important story to tell; think critically about the uses of big data in journalism.

❖ Learn designing and creating various basic and advance charts including thematic maps.

❖ Understand sectors and theme based data stories and present their them by geography and time period.

WORKSHOP FORMAT

The training workshop will use a state-of-the-art modular approach to conduct training sessions. The workshop will be divided into strategic sessions that will cover one objective each day. Thematic examples will be used to present and learn the objectives each day. Each thematic topic will be presented through demonstration, step-by-step and hands-on exercises. Presentations, quiz, hands-on workbook exercises and Q&A sessions will help consolidate the learning.

DETAILED AGENDA

DAY 1 - TUESDAY, 27 OCT 2020

To understand the fundamentals, benefits and importance of data storytelling and data visualization.

15h00 – 15h30 | Opening Session | 🕐 30 min.

- Opening remarks by Mr. Gerald Daly, UN Resident Coordinator, Remarks by Ms. Namgay Zam, Executive Director of Journalist Association of Bhutan

  - Objectives of the training and, expected outcomes

    - Participants introduction

15h30 – 16h00 | Introduction to Data Storytelling | 🕐 30 min.

- Benefits of storytelling through data visualization

  - Understanding the data

  - Importance of context

  - Choosing the right data

16h00 – 16h45 | Introduction to Data Visualization | 🕐 45 min.

- Principles of data visualization

- Good, Average and Poor examples of visualization

  - Data visualization elements

16h45 – 17h30 | Introduction to Data Visualization | 🕐 45 min.

  - Hands on session

DAY 2 - WEDNESDAY, 28 OCT 2020

To know about the data visualization tools, create charts and graphs and develop thematic data profiles using MS Excel.

15h00 – 15h30	Review Session	🕐 30 min.

- Revision of Day 1

15h30 – 16h00	Data Visualization Tools	🕐 30 min.

- Best practices to design visualization
- Various chart types – Basic and Advance
- Create charts and present thematic story using Excel and PowerPoint

16h00 – 16h15	Data Visualization Tools	🕐 15 min.

- Hands on session

16h15 – 16h45	Introduction to Thematic Data Profiles	🕐 30 min.

- What are Thematic Data Profiles and their use?
- Best practices to develop Thematic Data profiles
- Design and Develop Thematic Data profiles

16h45 – 17h30	Thematic Data Profiles	🕐 45 min.

- Hands on session

DAY 3 - THURSDAY, 29 OCT 2020

To learn and use open-source data visualization tool, create thematic gallery of presentation objects, data dashboard and thematic maps.

15h00 – 15h30　　　　　　　Review session　　　　　　🕐 30 min.

Revision of Day 2

15h30 – 16h15　　Using Open-source Data Visualization Tools　　🕐 45 min.

- Introduction to open-source Data Visualization tools
- Data Visualizer tool and its features - Quick Data, My Gallery and My Dashboard
- Create Thematic Galleries and Dashboard using Data Visualizer tool

16h15 – 16h45　　　　　Creating Thematic Maps　　　　🕐 30 min.

- Overview of Thematic Maps
- Learn various Map Theme types
- Create and present Thematic Maps

16h45 – 17h30　　Using Open-source Data Visualization Tool　　🕐 45 min.

- Hands on session

DAY 4 - FRIDAY, 30 OCT 2020

To tell theme based storied using data visualization, understand data sources and create thematic presentations.

15h00 – 15h30   Review session   🕐 30 min.

- Revision of Day 3

15h30 – 16h00   Telling theme based stories using data visualization   🕐 30 min.

- Understanding global and national data sources
  - Interpreting sectors and their data
  - Creating a theme based story line

16h00 – 16h30   Developing Thematic Presentations   🕐 30 min.

- Theme based presentation using global and national data
  - Prepare data and create data profiles

16h30 – 17h15   Create Thematic Presentation   🕐 45 min.

- Each participant will be assigned to develop a thematic data profile

17h15 – 17h30   Closing Remarks   🕐 15 min.