DATA AND VISUAL STORYTELLING

Certificate of Completion in Data & Visual Storytelling

Course Code: M038/25

Duration: 2 Days

Delivery Format: Hybrid

Target Audience:

- For Middle Management and Executive

Program Outcomes:

Upon completion of this program, participants will be able to:

- Grasp the core principles of using data to create compelling narratives and understand the importance of data in presentations.
- Learn to transform data into visually appealing and easily understandable formats using infographics, charts, and graphs.
- Gain proficiency in using PowerPoint's features, including animations, transitions, and design tools, to create engaging and dynamic presentations.
- Structure data into a coherent and persuasive story that resonates with their audience.
- Learn and apply design principles to create visually effective and professional presentations.
- Improve their productivity in PowerPoint by utilizing hotkeys and shortcuts.

- Manipulate shapes and other elements to create custom and unique presentation designs.

Detailed Syllabus

Module 1: The Fundamentals Guide

Outcome: Participants will understand the core concepts of data and visual storytelling, the principles of effective infographic design, different charting methods, and the importance of visual aids in conveying information.

Topics:
- An Introduction to Data & Visual Storytelling
- What is Infographics
- Understand the foundation of Infographics
- The different types of Infographics
- The Representation & Interpretation Approach
- DEEP Theory
- The Power of Visual Aids

Activities:
- Interactive discussions on the role of data in communication.
- Analysis of various infographics and charts, identifying their strengths and weaknesses.

Assessments:
- Short quiz on the fundamentals of data visualization and infographic design.

Module 2: Uncovering Elements

Outcome: Participants will be able to identify key characteristics of effective data and visual storytelling and determine appropriate design choices based on data and audience needs.

Topics:
- What makes good data and visual storytelling?
- Knowing the right page and size when designing
- Methodology for selecting an ideal style

Activities:

- Case study analysis of successful data stories and visualizations.
- Exercises in determining optimal page sizes and layouts for different datasets.

Assessments:
- Analysis of data storytelling examples, identifying what makes them effective.
- Practical task: Recommending a page size and visual style for a given dataset and scenario.

Module 3: Hotkeys Shortcuts

Outcome: Participants will be able to utilize key PowerPoint shortcuts to improve their efficiency and speed in developing presentations.

Topics:
- Quick access hotkeys that will help boost your productivity
- How to develop your presentation efficiently and faster with precise hotkey techniques

Activities:
- Demonstrations of essential PowerPoint shortcuts.
- Hands-on practice sessions using the shortcuts.

Assessments:
- Practical exercise: Completing specific PowerPoint tasks using only keyboard shortcuts.
- Short quiz on the function of various hotkeys.

Module 4: The Elements

Outcome: Participants will be able to effectively manipulate and customize basic shapes in PowerPoint to create unique and visually appealing design elements.

Topics:
- Discover how to adjust and manipulate simple shapes to customize your presentation design.

Activities:
- Step-by-step tutorials on adjusting and combining shapes.
- Creative exercises in designing custom graphics using simple shapes.

Assessments:

- Practical task: Creating specific visual elements using only PowerPoint shapes.
- Evaluation of the creativity and effectiveness of the designed elements.

Module 5: POP Strategy

Outcome: Participants will understand the key strategies (POP) for making their presentations stand out and avoid common pitfalls in presentation design and delivery.

Topics:
- What makes your presentation POP?
- The Important Dos and Don'ts that you need to know

Activities:
- Analysis of presentations that effectively "POP" and those that don't.
- Group discussions on the "Dos and Don'ts" of impactful presentations.

Assessments:
- Evaluation of presentation examples based on the "POP" strategy.
- Short written piece outlining the "Dos and Don'ts" for creating impactful presentations.

Module 6: Application Discovery Unfolding PowerPoint

Outcome: Participants will be able to leverage various advanced tools and features in PowerPoint, including 3D elements, icons, SmartArt, and image optimization, to enhance their presentations.

Topics:
- Explore application tools and features
- 3rd party – tools and apps
- Optimizing images, icons & gifs
- Creative colour plates to use

Activities:
- Workshops on optimizing images and incorporating gifs effectively.
- Guidance on using color palettes creatively.

Assessments:

- Evaluation of the effective use of visuals and color in a created presentation segment.

Module 7: Bringing it to Life

Outcome: Participants will be able to utilize advanced PowerPoint features and animation techniques to create engaging and memorable data stories.

Topics:
- Take your presentation skills to a whole new level with newly acquired skills
- Utilizing power features of PowerPoint
- WOW your audience with creative mind-blowing animation
- Using the right illustrations to deliver your story

Activities:
- Demonstrations of advanced animation techniques.
- Hands-on exercises in applying animations to data visualizations.

Assessments:
- Development of a short, animated data story using PowerPoint.
- Evaluation of the effectiveness of animations and illustrations in conveying the data narrative.