

# How to Turn Data into Compelling Visual Presentations

## Learning Objectives

---

- Understand the importance and relationship of data and visualization
- Identify the factors that make data visualizations relatable to an audience's interests and needs
- Explore the different excel® chart types in relaying information
- Describe techniques involved in telling your story when creating data visualizations
- List the justifications for using one type of visual chart over another
- Understand functions within PowerPoint® and excel® to enhance your presentations

## Data and Visualization

---

- Understand the principles of data visualization
- Determine the components that make a good visualization
- Distinguish between compelling and confusing data visualization
- Interpret how data relates to your audience

## Most Commonly Used Charts

---

- Identify the eight most used charts
- Determine the benefits and limitations of these charts
- Create four of the commonly used charts

## Design and Formatting 1

---

- Develop an understanding of visual perception and how it relates to the audience
- Recognize the importance of color
- Compare and contrast color choices when creating data visualizations
- Determine the correct typography to use in labeling and titling charts

## Chart Refresh 1

---

- Identify chart junk and learn how to remove it to create more effective visuals
- Compare and contrast various chart types
- Choose the most effective chart type that best communicates the data story being told
- Interpret basic graphic design principles and understand how audiences process information visually

## Specialty Charts

---

- Identify specialty charts and when to use them
- Determine the benefits and limitations of these charts

## Design and Formatting 2

---

- Develop an understanding of how proportional shapes and dense data are used to visualize comparisons
- Recognize the importance of ordering data
- Identify when to use tables instead of charts
- Determine the best practices for table designs
- Automatically add design using conditional formatting

## Chart Refresh 2

---

- Identify chart junk and learn how to remove it to create more effective visuals
- Compare and contrast various chart types
- Choose the most effective chart type that best communicates the data story being told
- Interpret basic graphic design principles and understand how audiences process information visually

## PowerPoint® and Excel®

---

- Understand how PowerPoint® integrates with excel®
- Apply advanced techniques when using Microsoft® products
- Use a variety of functions within PowerPoint® and excel® to enhance the presentation of your data

## Design Missteps and Tips and Tricks

---

- Recognize common design missteps and how to correct them
- Utilize a variety of tips and tricks that can be utilized to maximize the design of your charts and tables

## Design Your Charts

---

- Apply the skills learned to create three charts