

ExcelShir

You'll see.

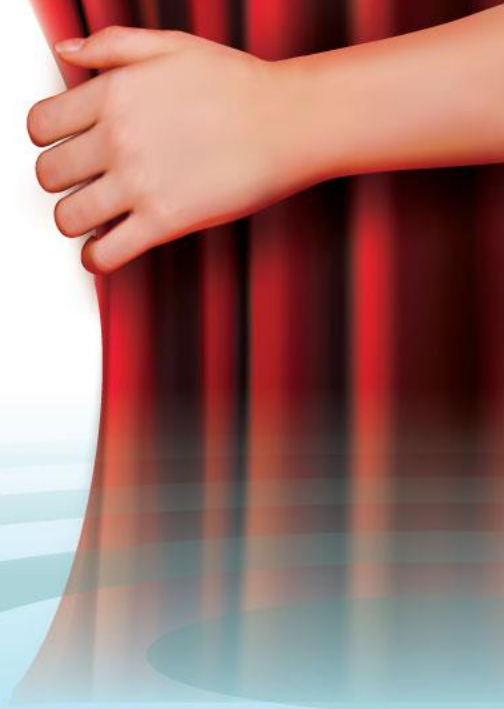


SPOTLIGHT

DATA VISUALIZATION



Taught by Shir Aviv



Who am I?



Who I've Worked With

Publicis
LifeBrands
Medicus

SAATCHI
&
SAATCHI

diadeis 
creating brand efficiency

HUGE

Bloomberg

J.P.Morgan

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NYIT
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the company for women

 Prudential

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**AMERICAN
EXPRESS**

REBAG

 **ExcelShir**
You'll see.

Class Overview

- What is a Chart?
- Mini Lecture
- Chart Demo (I Do)
- Mini-Workshop: Build Your Own Charts (You Do)
- **10 Minute Break**
- Review Workshop Exercises (We Do)
- Recap Discussion
- Class Evaluation
- Q & A

What is a Chart? (Brainstorm)

- A chart is...

What is a Chart?

Chart = a visual representation of information

4 Key Chart Types

1. Pie
2. Column (Bar)
3. Line
4. Scatter

6 Key Elements of a Chart

1. Axes
2. Axis Titles
3. Chart Title
4. Data Labels
5. Gridlines
6. Legend

3 Tips for Creating Charts

1. Command Center = “Select Data”
2. CTRL + 1 = Format Chart Element
3. Chart Design → “Chart Styles”

4 C's of Effective Chart Design

1. Concise
 - Less is more
 - Keep it simple
2. Consistent
 - Keep all visual elements consistent by default
 - Be inconsistent to highlight an intentional difference
3. Clear
 - Standalone & intuitive
 - Fewer mental steps
4. Compelling
 - Removing distractions improves the visual storytelling
 - Key takeaways / tagline

Chart Demo

Mini-Workshop: Build Your Own Charts

- Experiment & explore!
- When to use each chart type?
- 4 C's of effective chart design (concise, consistent, clear, and compelling)
- Bonus: Capstone Report

10 Minute Break

Review Workshop Exercises

Recap: 4 Key Chart Types & When to Use Each

1. Pie → Parts relative to the whole
 - Example: Registrations by member type compared to total registrations
2. Column (Bar) → Precise numerical values
 - Example: Revenue by product/service
3. Line → Trends over time
 - Example: Registrations by month
4. Scatter → Relationship between 2 variables
 - Example: Registrations by time of day

Recap: 6 Key Elements of a Chart

1. Axes
2. Axis Titles
3. Chart Title
4. Data Labels
5. Gridlines
6. Legend

Recap: 3 Tips for Creating Charts

1. Command Center = “Select Data”
2. CTRL + 1 = Format Chart Element
3. Chart Design → “Chart Styles”

Recap: 4 C's of Effective Chart Design

1. Concise
 - Less is more
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6 Gestalt Principles of Visual Perception

1. Proximity
2. Similarity
3. Connection
4. Enclosure
5. Continuity
6. Closure

Class Evaluation



JPro +  = _____

Questions?



Thank You!

