



RTP Evaluators Presents: A Data Visualization Workshop with Ann K. Emery

Date and time: Monday, May 11, 2015 from 12 – 4 pm

Location: The Frontier, 800 Park Offices Drive, Durham, NC 27703

Registration is \$75. Contact karenpetermanphd@gmail.com to register.

Please bring laptops and power cords.

Snacks and beverages are provided; please bring a bag lunch or eat lunch prior to the workshop.

WORKSHOP OVERVIEW

Visualizing data through charts, graphs, and diagrams helps you deliver bite-sized information that viewers will understand at a glance and retain for the long run. During this hands-on workshop, we'll focus on practical considerations: designing with stakeholders' information needs front and center, using readily available software like Microsoft Excel, and thinking through a dozen chart types—dot plots, small multiples, heat maps, and more—that can be applied to your own research and evaluation projects.

AGENDA

Introduction to Data Visualization Key Players, Latest Trends, Skills Needed

Who's My Audience? Numeracy Level, Time, Interest, Information Needs

How Will I Share My Charts? Reports, Presentations, Handouts, Slidedocs, Dashboards, Infographics

Which Chart is Best for My Data? Pros and Cons of 30+ Essential Charts

Which Tool is Best? Strengths of the Big 3: Excel, Tableau, R

Which Formatting Edits Are Needed?

Each section begins with a discussion followed by hands-on practice. For example, after the color section, we practice choosing custom color palettes and applying those RGB codes to our graphs.

Removing Clutter Borders, Grid Lines, Tick Marks

Telling a Story with Text Titles, Subtitles, Annotations

Effective Labeling Direct Labeling, Using Labels Sparingly

Color Custom Palettes, Action Colors, Colorblindness

Advanced Chart Construction in Microsoft Excel

ABOUT THE INSTRUCTOR: ANN K. EMERY

Through her workshops, webinars, and consulting services, Ann K. Emery equips organizations to visualize data more effectively. An evaluator at heart, she is the Co-Chair of the American Evaluation Association's Data Visualization and Reporting interest group and Secretary for the Washington Evaluators. She leads 30 to 50 workshops each year about Excel, Tableau, dashboard design, and spreadsheet skills for nonprofits, foundations, and professional societies, both domestically and abroad. Connect with Emery through her blog (www.annkemery.com/blog).