

# Nurturing Data Visualization

as a personal skill &  
organizational value

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I5: Data Visualization





My story  
(and what I've learned)

A glass sphere, resembling a crystal ball, is the central focus of the image. It is placed on a weathered, cylindrical wooden stump. The sphere's surface is highly reflective, mirroring a dense forest scene. The reflection shows a path leading through trees with green and yellow foliage, suggesting an autumn setting. The background of the entire image is a blurred forest, with soft light filtering through the trees. A semi-transparent teal rectangular box is overlaid across the middle of the image, containing the text. The text is in a clean, white, sans-serif font.

Organizations have  
complex ecosystems.

A photograph of a forest scene. In the foreground, a large, textured tree trunk is visible on the left. The ground is covered with fallen leaves and some small green plants. In the background, other trees and a body of water are visible, though slightly out of focus. A semi-transparent blue rectangular overlay is positioned in the center of the image, containing the text.

# The Trees

(Building your own skills.)

Learn from experts who  
have spent years exploring  
information design.

[FlowingData.com](http://FlowingData.com)

[InformationisBeautiful.net](http://InformationisBeautiful.net)

[thefunctionalart.com](http://thefunctionalart.com)

[PolicyViz.com](http://PolicyViz.com)

[AnnKEmery.com](http://AnnKEmery.com)

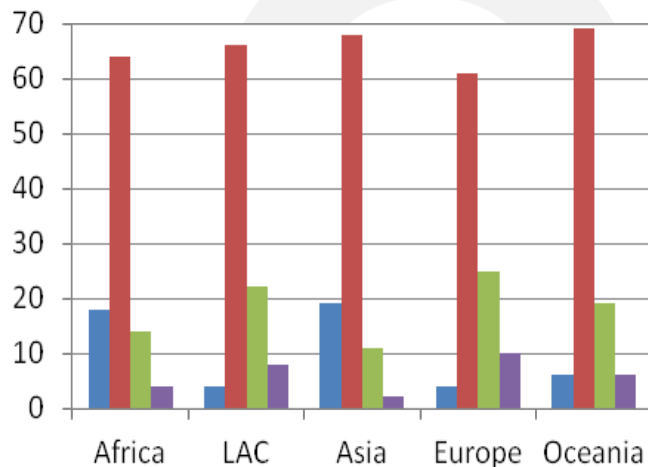
[EvergreenData.com](http://EvergreenData.com)

[StorytellingwithData.com](http://StorytellingwithData.com)

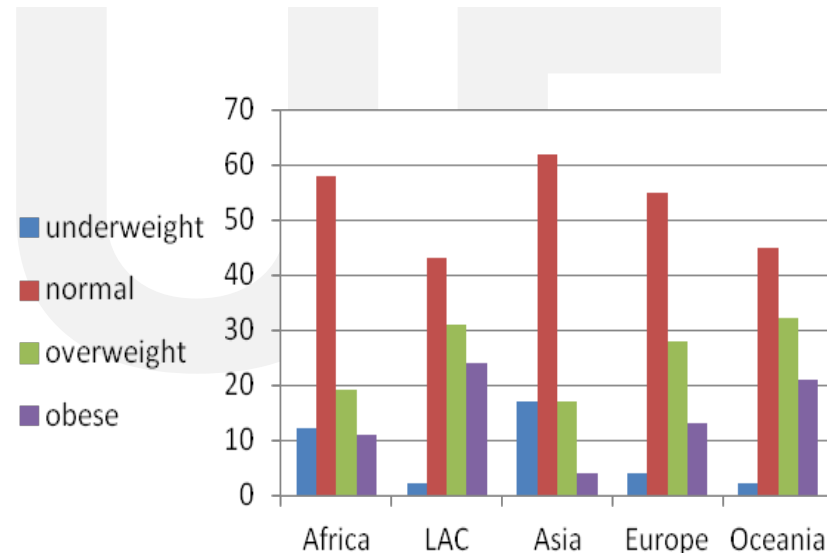
For inspiration

For instruction

Look at examples and think about what works, what doesn't, and why.



1980



2008

Find opportunities to  
**practice** your design skills  
at work or for fun.

**Join communities**  
where you can connect with data  
viz enthusiasts working in different  
areas of information design.



DATA ANALYSTS FOR  
SOCIAL GOOD

**OPEN  
DATA  
DAY**

data viz hub



AMERICAN  
EVALUATION  
ASSOCIATION





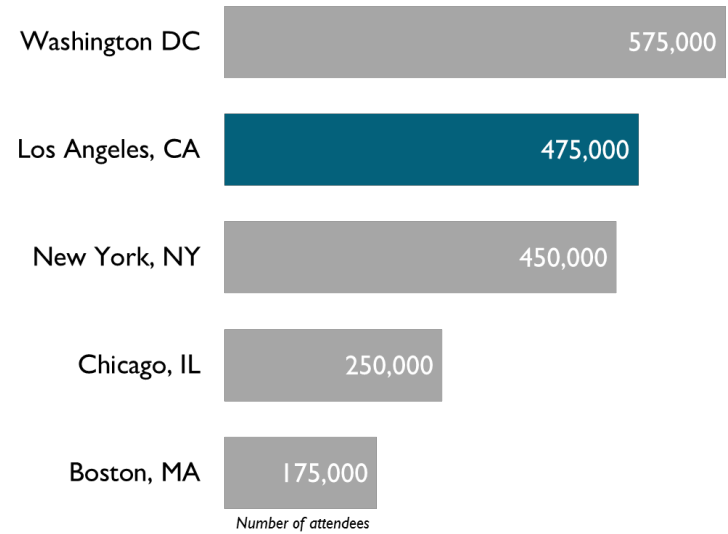
# The Forest

(Creating change where you work)

### Mean Estimate

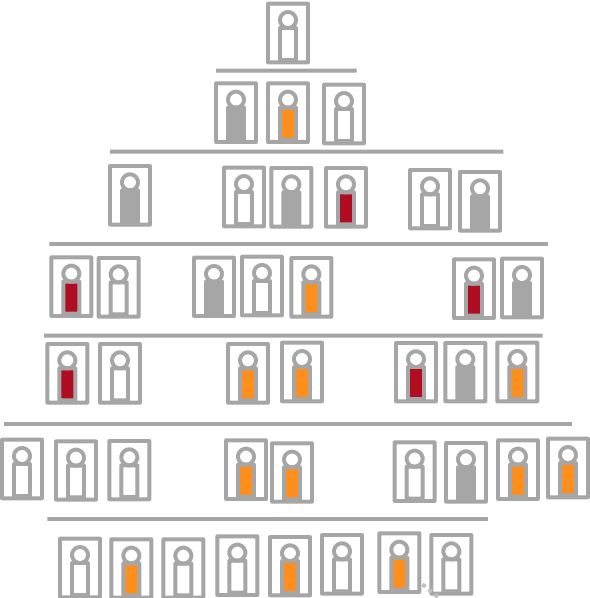


Los Angeles had the highest turnout of the sister marches to the Women’s March on Washington.

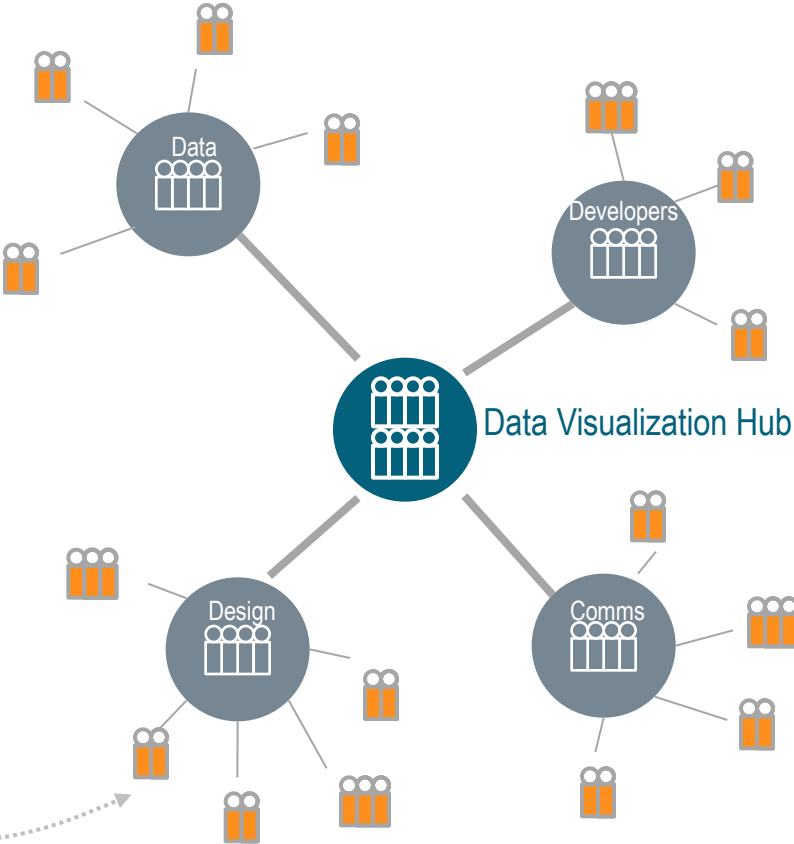


# Mobilize an internal network.

Find the people who are interested...



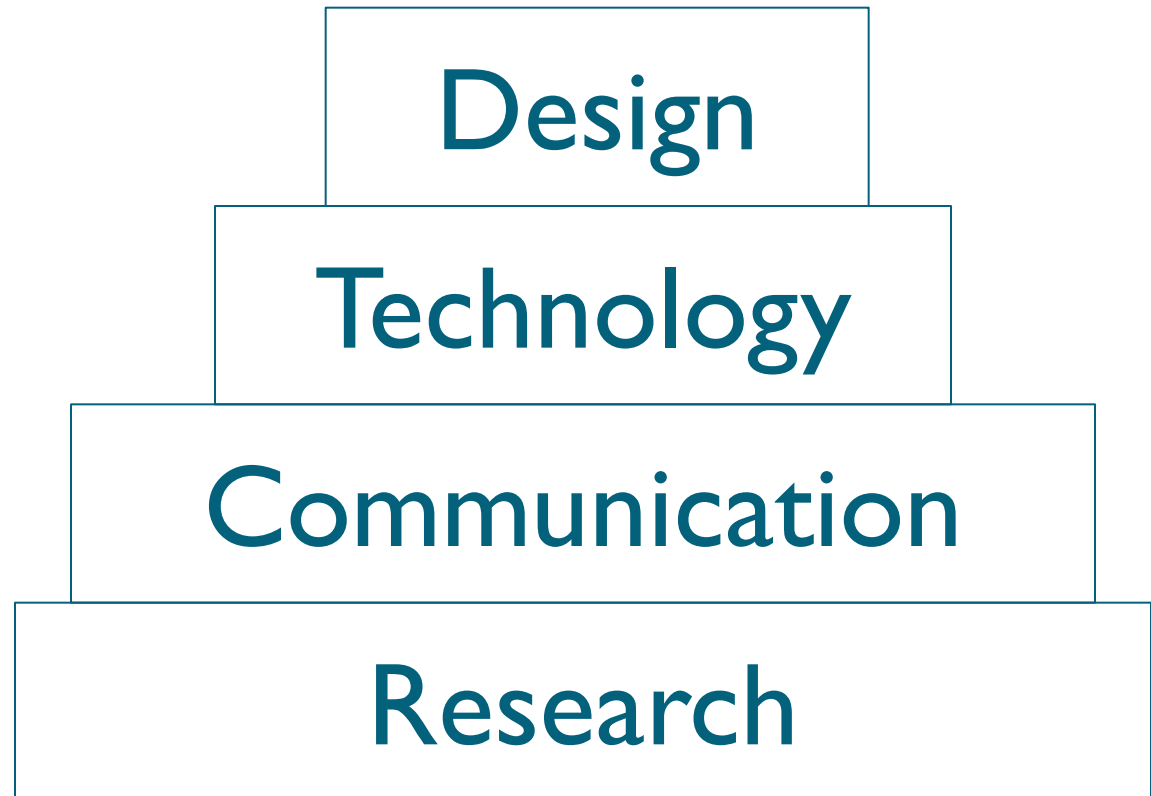
...and connect them in a multidisciplinary community.



Adapted from Kotter (2012)

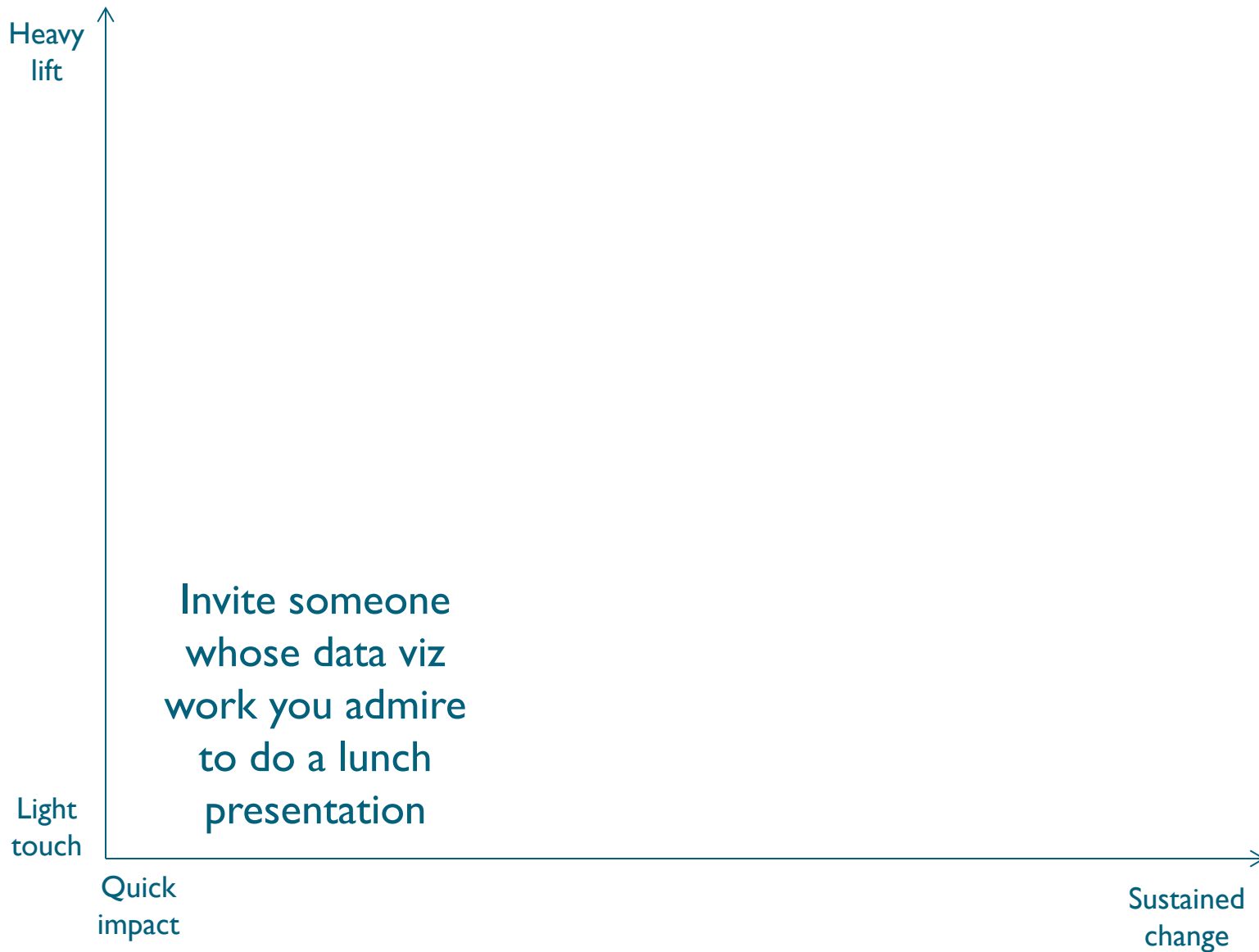
Find your champions and nurture them.

Look for people with different perspectives on information design.

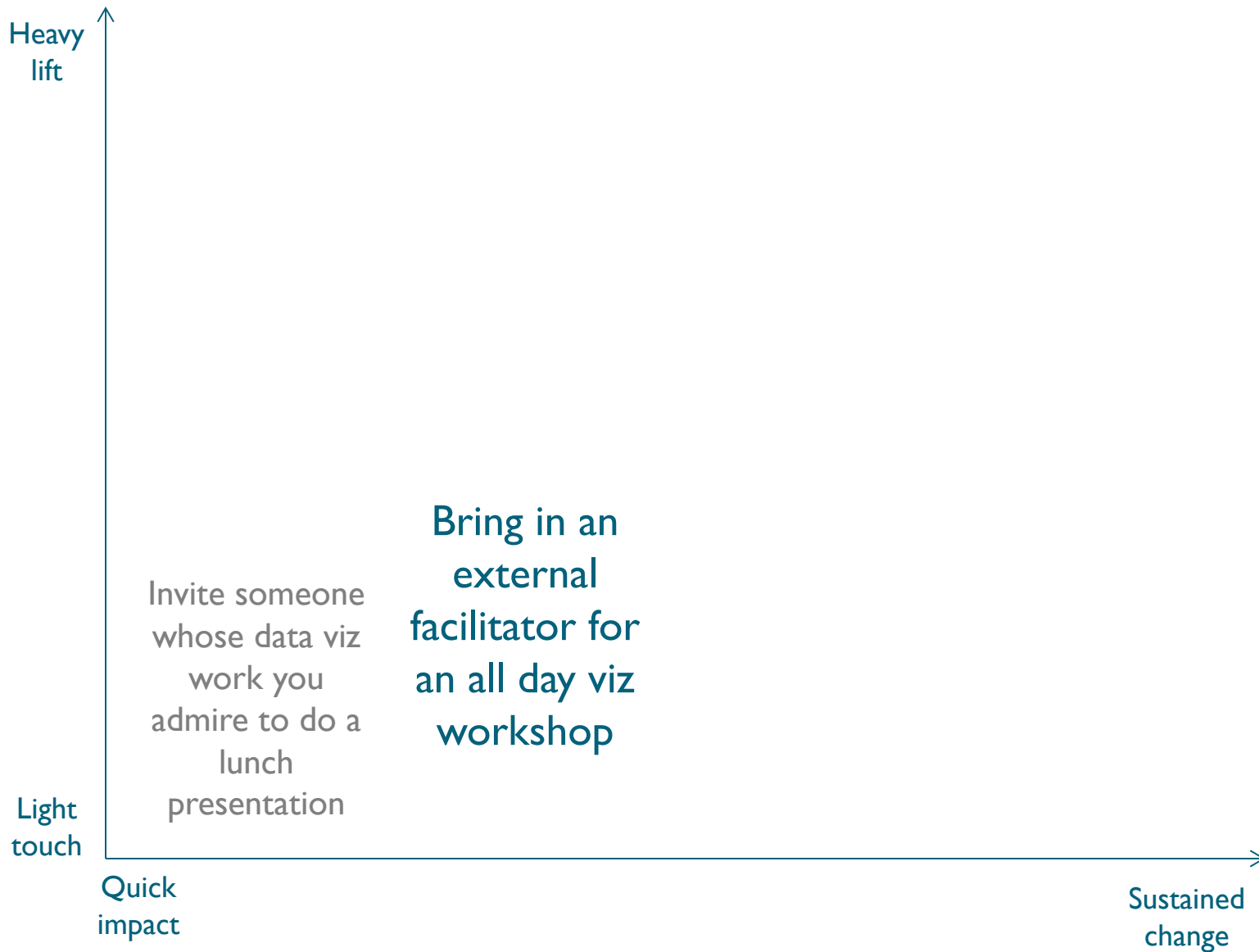


Adapted from: <https://onthinktanks.org/articles/visualising-data-both-a-science-and-an-art/>

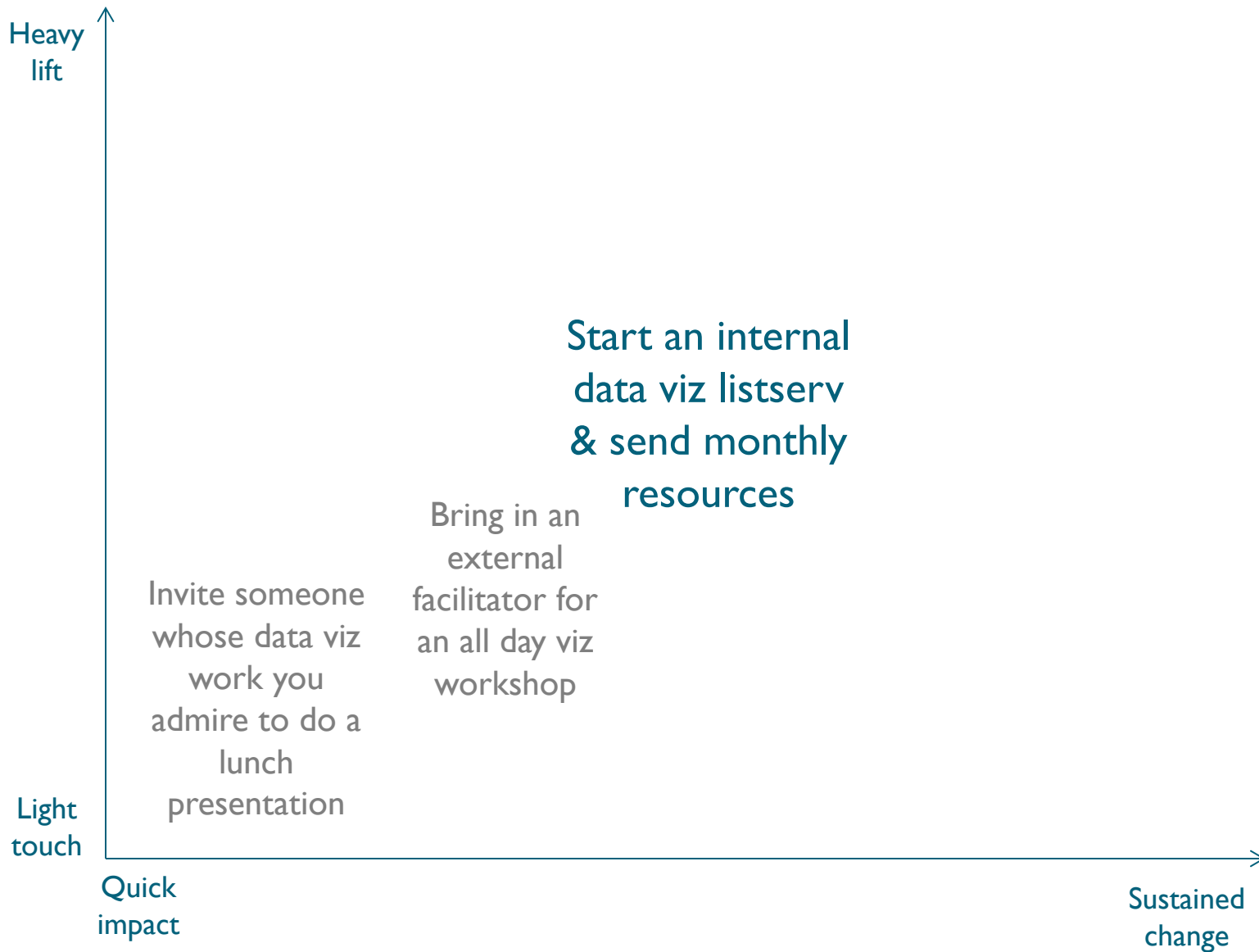
# Sustained Change Takes Time



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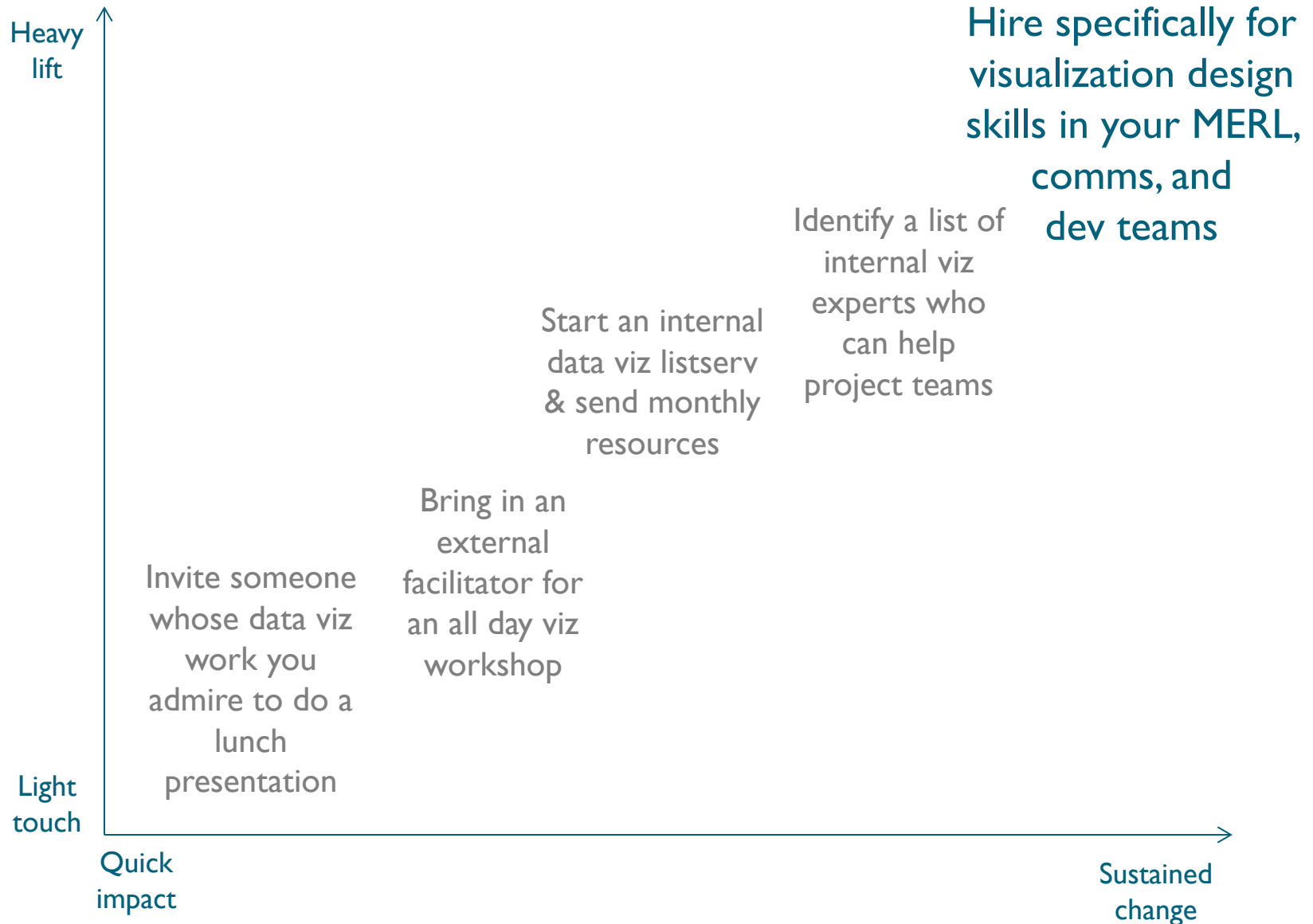


# Sustained Change Takes Time





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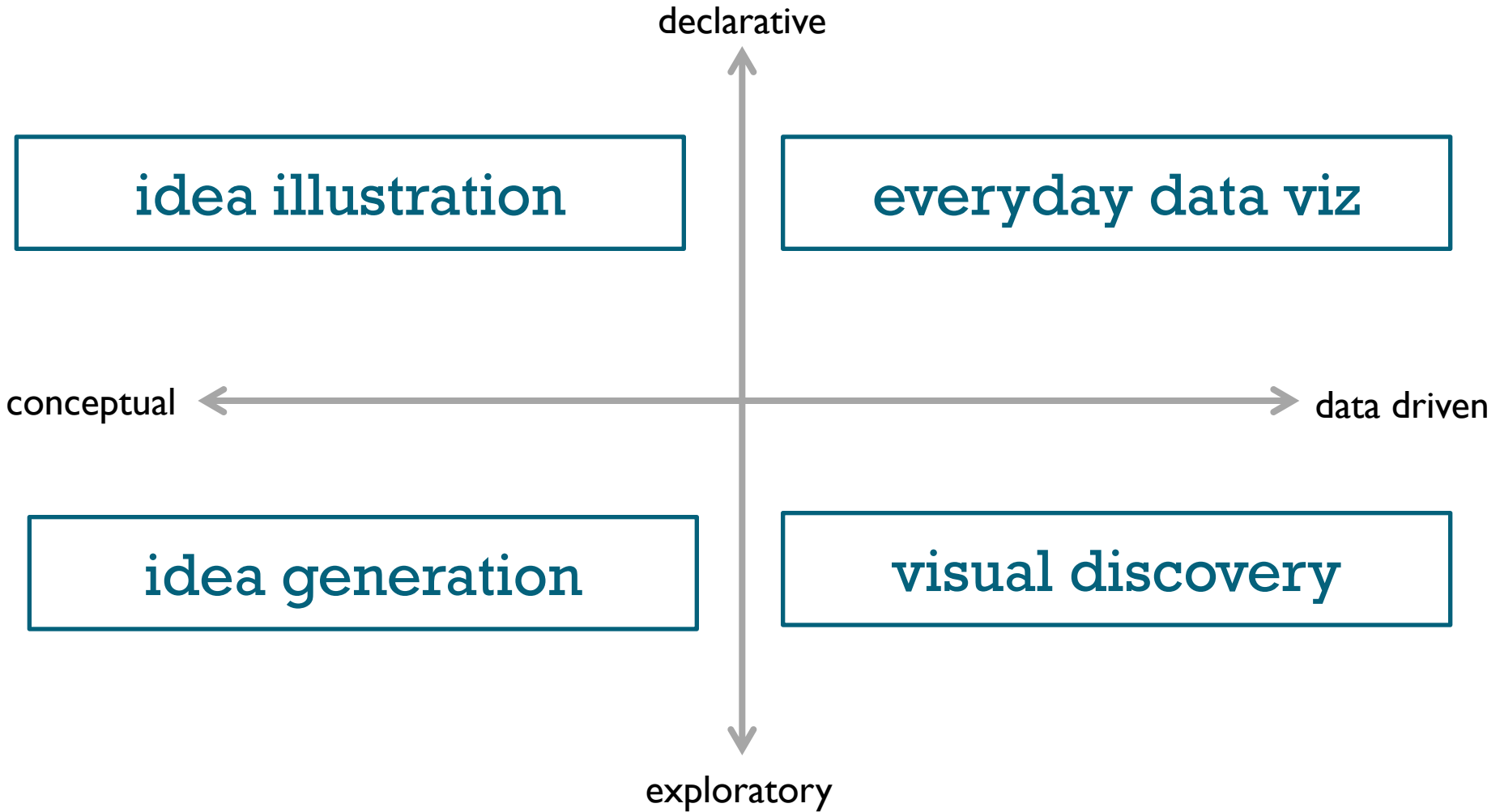


# A Thriving Ecosystem

## 5 Tips for Success in Data Viz Collaborations

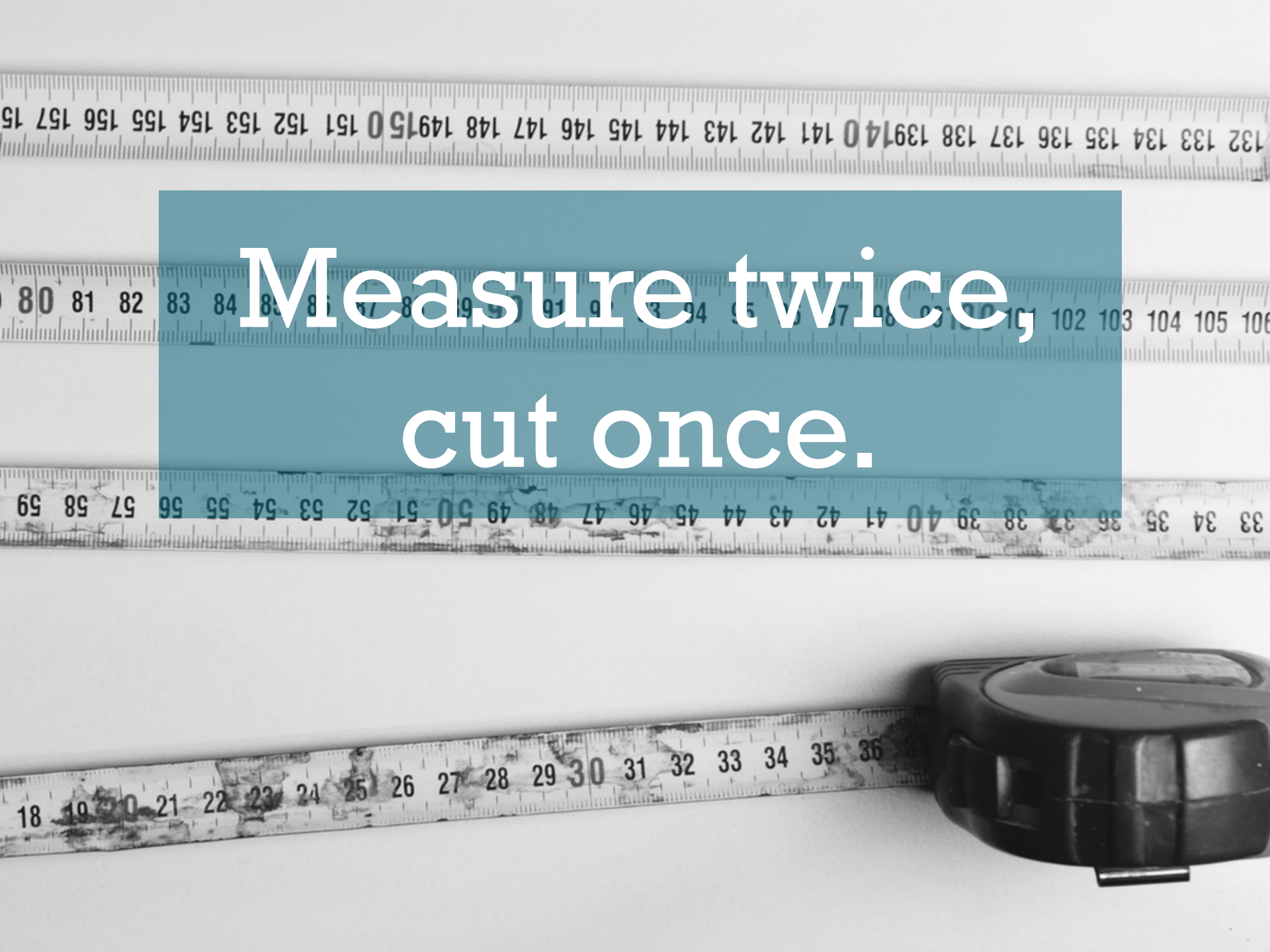


Speak the same  
language.





**Ask lots of  
questions.**



Measure twice,  
cut once.

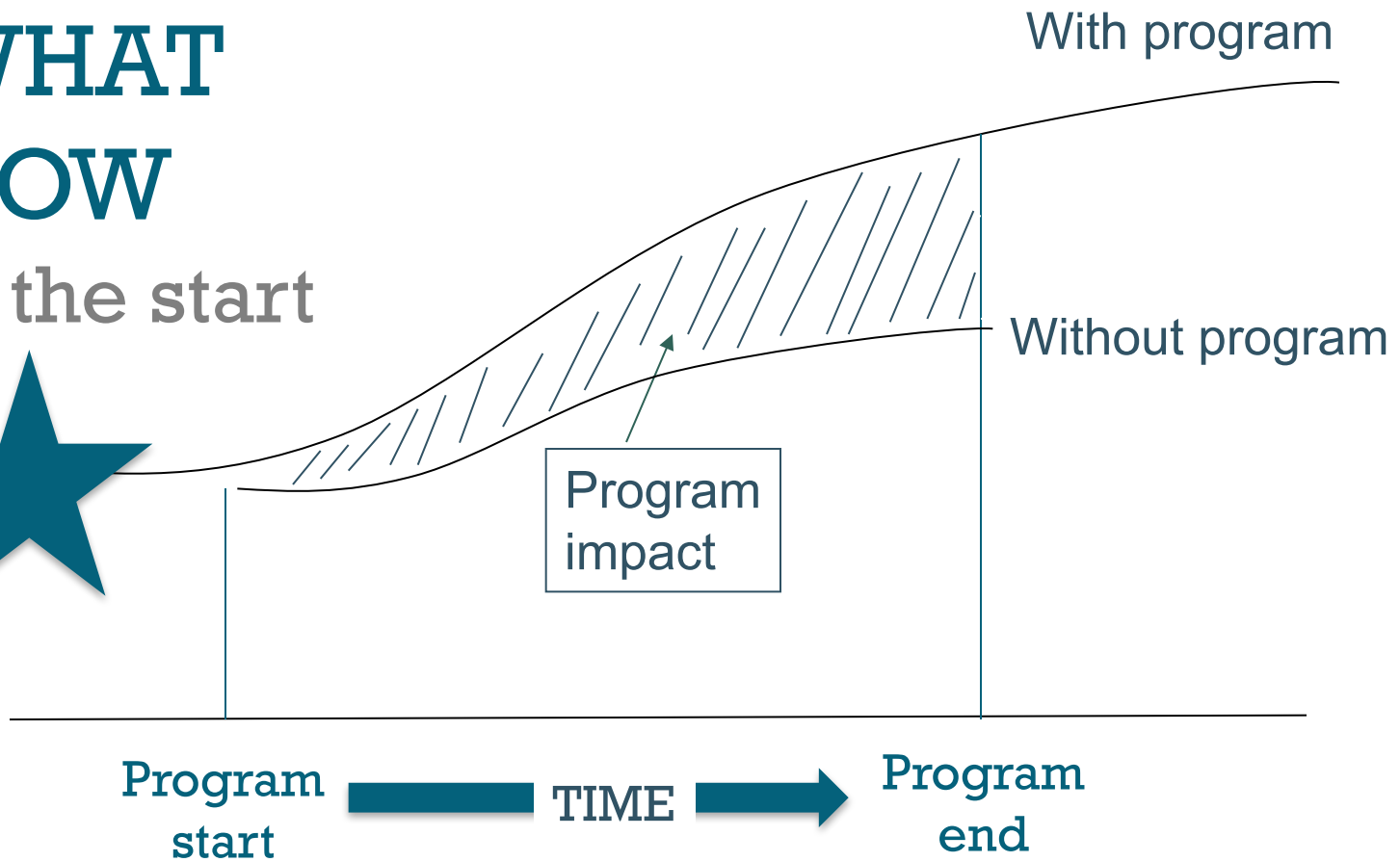
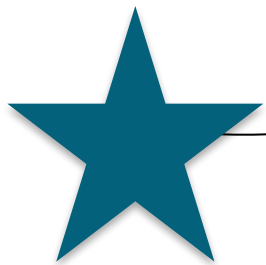
Start thinking about

**WHO**

**WHAT**

**HOW**

at the start





**Understand your  
audience.**



A top-down photograph of a person's lower legs and feet. They are wearing light blue trousers and black shoes. The left shoe is a high-heeled sandal with a strap across the foot and a high, thin heel. The right shoe is a black leather loafer. The person is standing on a light-colored wooden floor with a visible grain. A semi-transparent teal rectangular box is overlaid on the image, containing white text.

Put yourself  
in their shoes.

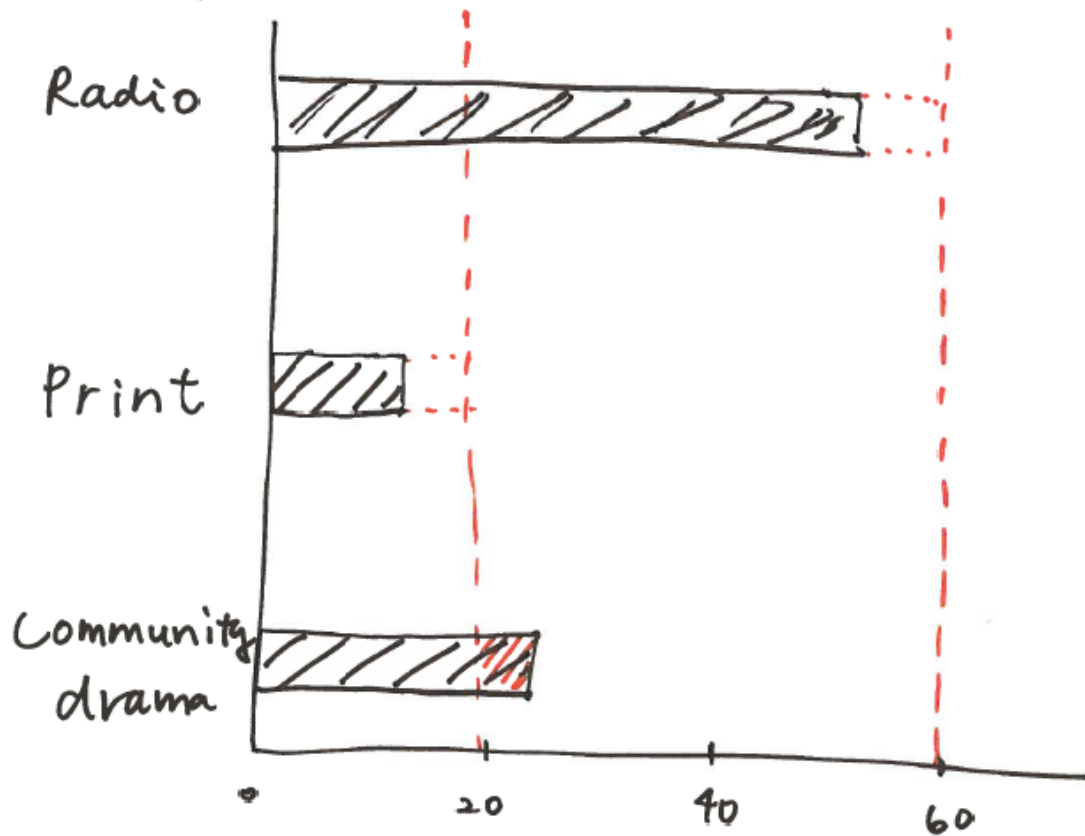
**Not just**  
job titles  
stakeholder groups  
organization names

**Focus on the human side of  
your data viz audience.**



**Sketch first.**

Community drama is the only  
Campaign that reached the target.





**Be realistic  
with deadlines.**  
(especially when you're first  
honing your design skills)



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