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Institute for Public Health
Practice, Research and Policy

Visualize This

Storytelling With Data

Session 4

Institute for Public Health Practice, Research and Policy

Who We Are | What We Do | Work With Us | Our Initiatives

Visualize This Resources – MN

Training Resources

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Course Objectives

By the end of this course, participants will be able to:

- Summarize the basics of communication theory.
- Select strategies for creating effective messages, charts, and graphs.
- Develop clear and memorable stories from data.
- Create basic chart types using Excel.
- Access publicly-available resources that can be used for data visualization.

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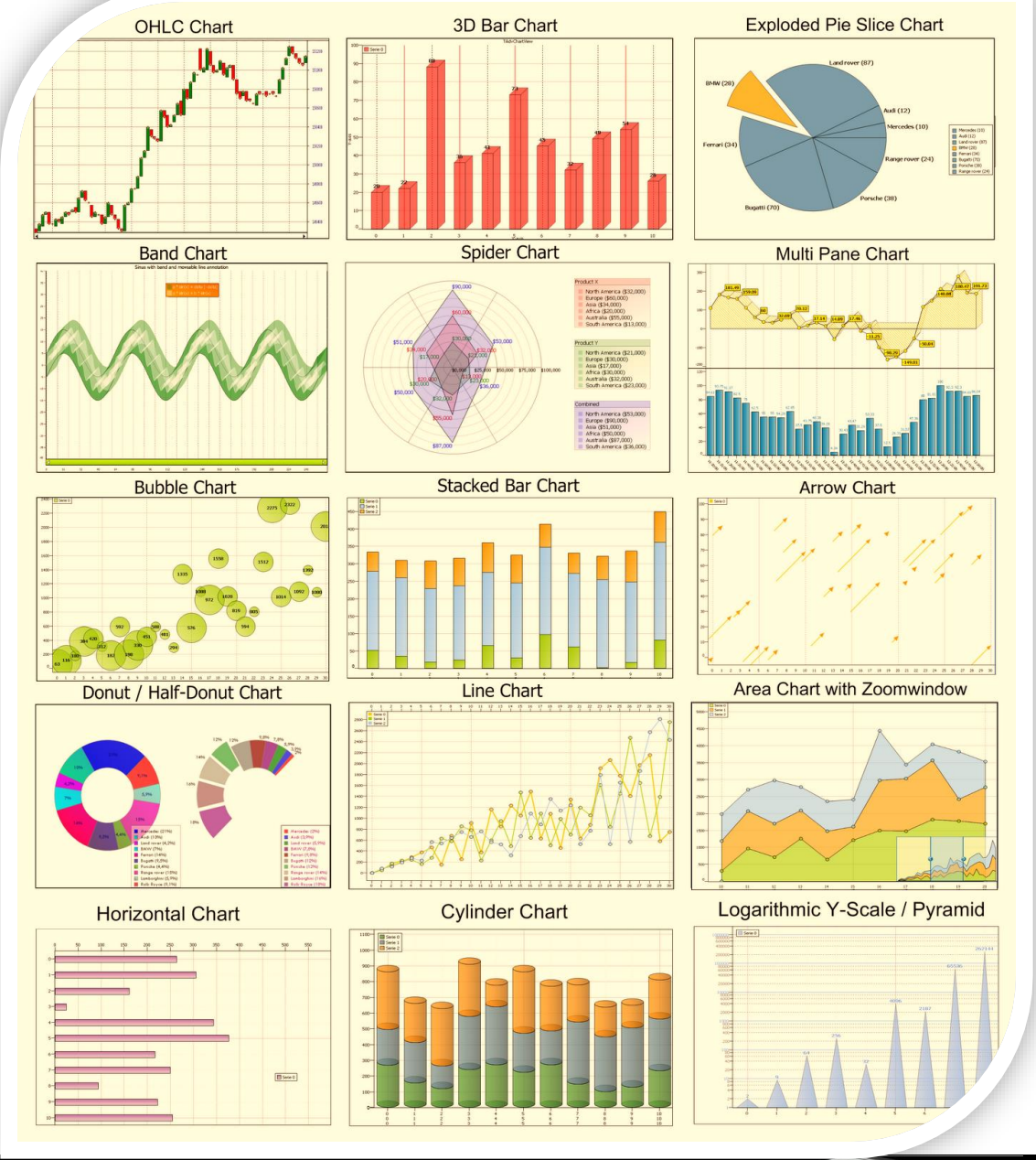
Small Group Activity

20 minutes



Small Group Activity – 20 minutes

In your breakout groups,

- Share your data visualization
- Remind group members of your target audience.
- Have group members indicate what message they get from your visualization.
- Was your visualization successful? Use the Checklist to evaluate.

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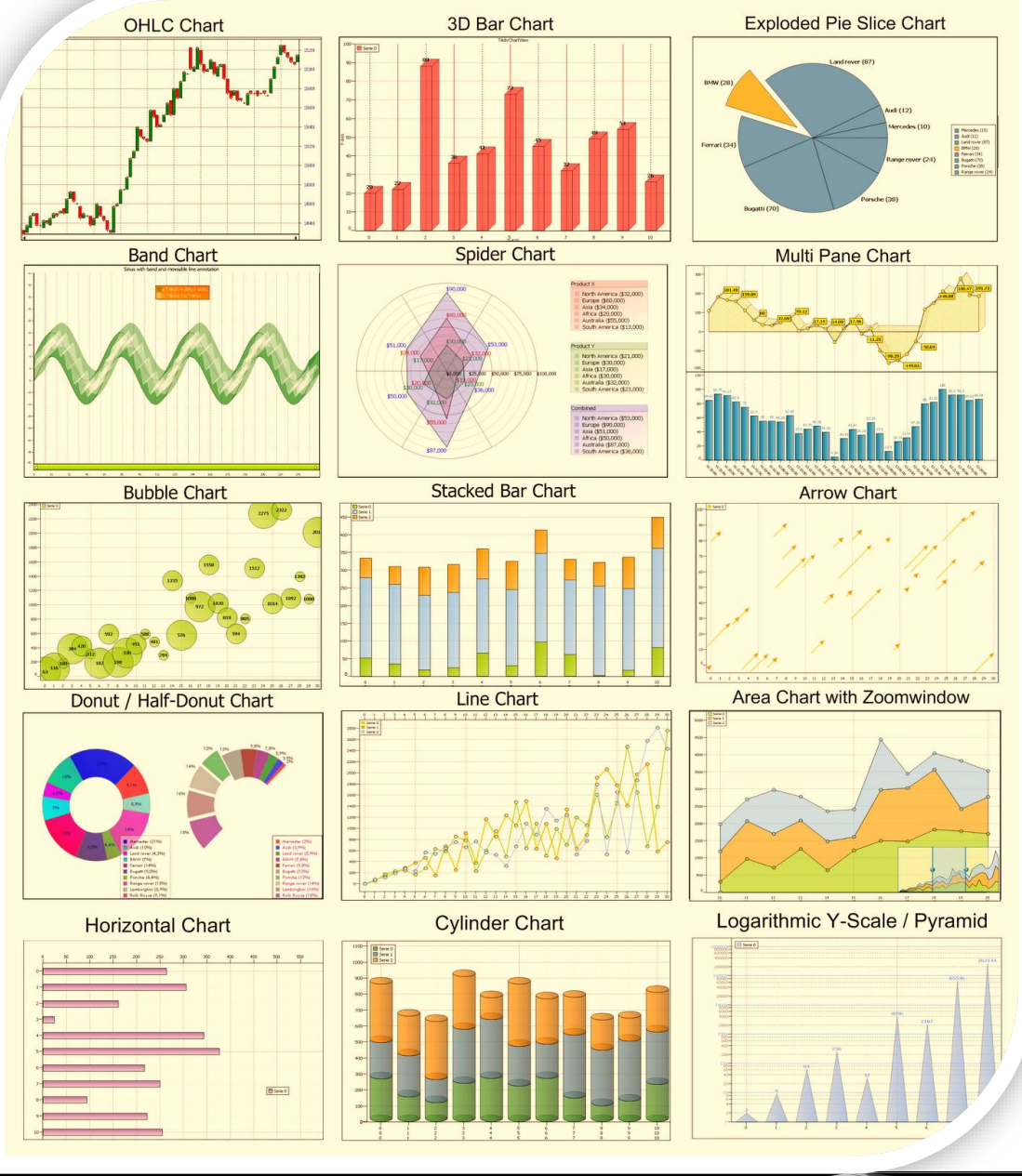
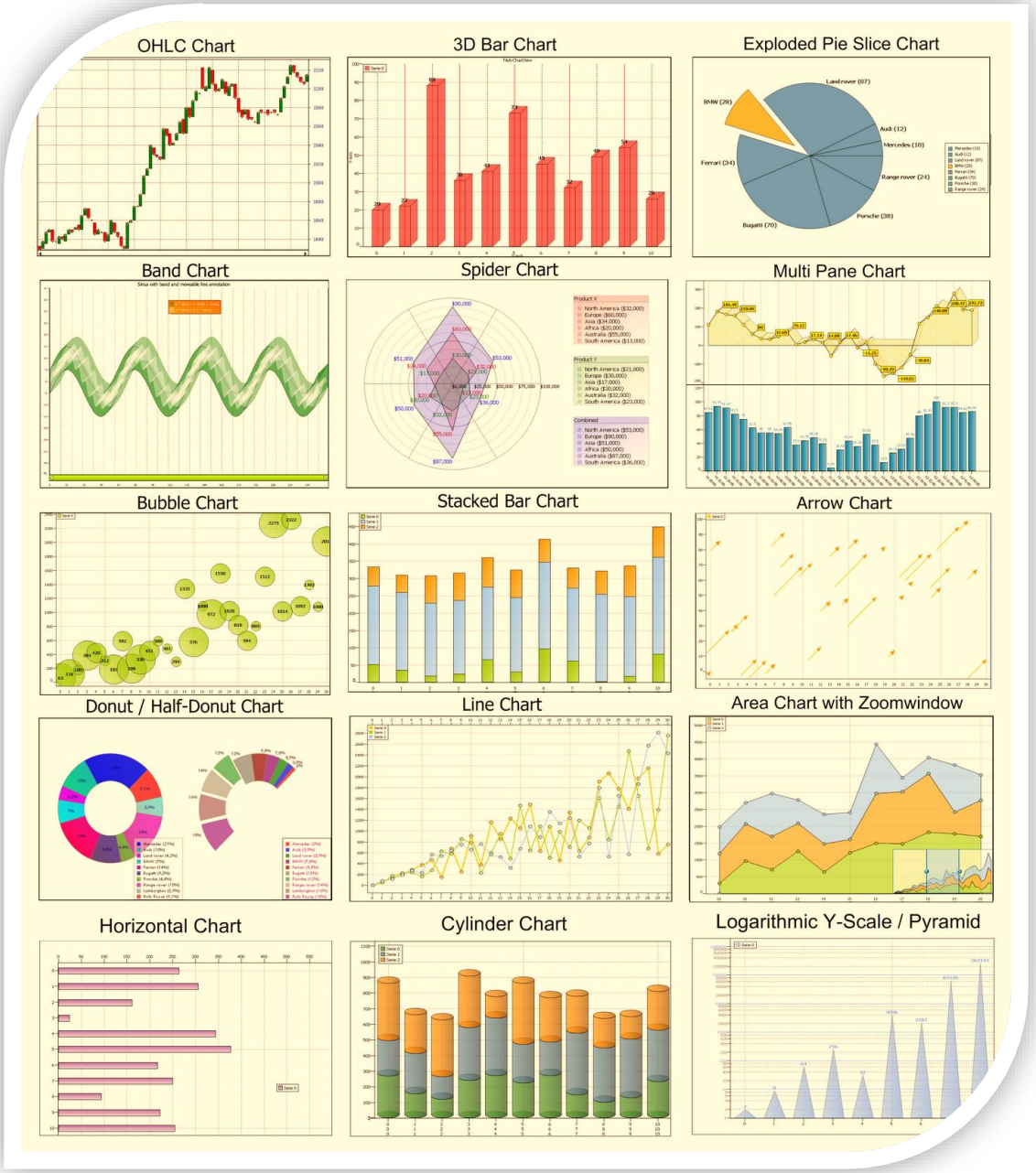
Share your visualization!



If you want more feedback on your project, submit it to

abigail-stock@uiowa.edu by **June 6th** and the trainers will provide you with feedback.



OVERALL VIZ CONSIDERATIONS

- The chart highlights the most important finding
- Use the most appropriate chart type for the data you have (check out the chart choosers)
- Use the level of precision that your audience requires (only scientists get excited about decimal points)
- Create something meaningful—do not use defaults (EXCEL is your friend)
- Your use of color, text, graphics, arrangement all support what you want to communicate to your audience.
- Bring equity into your visualization!

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Questions?
Comments?

Thank you!

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anjali-deshpande@uiowa.edu
vickie-miene@uiowa.edu
abigail-stock@uiowa.edu