Adventures in Data Visualization
Presentation notes and resources | OLC Innovate 2019
Oregon State University Ecampus Research Unit

1. Data visualization as storytelling
   - What are the key elements in your data?
   - Who is your audience?
   - Will a visual be helpful?

2. Shaping data visualizations for different audiences
   - What is the broadest audience that you’re trying to reach?
   - What is the best way to reach your audience?
   - What are your primary outlets for delivery?

3. Choosing the right chart or graph for your data
   - What are the purposes of certain chart or graph types?
   - What are the best charts or graph types for your data?
   - Would a colleague (unfamiliar with the data) understand your visual?

4. The importance of color
   - How can a focus area be emphasized with color?
   - Are your color choices accessible?
   - Are there additional ways to emphasize focus areas?

5. The role of font choice
   - Does your institution offer branded fonts?
   - Is it simple, clear and easy to read on paper, online and at a distance (if projected)?
   - How will I ensure font transferability?

6. The impact of institutional branding
   - Who is your institution’s marketing contact?
   - Does your institution offer templates or other resources?
   - Are your data visualizations aligned with your institution’s brand?

7. Accessibility considerations
   - Use available resources to help you learn
   - Build time into your preparation process and create a planning document
   - Use accessibility checkers within your software

8. Repurposing data visualizations
   - Can the visual stand alone?
   - Will this information be relevant days, months or years from now?
   - Plan ahead for the various outlets through which your visual can be repurposed

9. Learning by example(s)
   - Review data visualization examples
   - Meet with others in your organization to form a learning group
   - Gain inspiration and knowledge from free learning resources

10. Resources for approaching a self-study of data visualization

Online learning resources:
   - Evergreen Data: stephanieevergreen.com
   - Evergreen Data Academy: academy.stephanieevergreen.com
   - “Research in Action” podcast: ecampus.oregonstate.edu/podcast
     - Episode #92: Dr. Stephanie Evergreen on Data Visualization
   - Lynda.com
   - Data Viz Project: datavizproject.com

Resources in print:
• Search for additional resources at your local or institutional library

Other/additional resources:
• ChartChooser Cards: chartchoosercards.com
• ColorBrewer2.0: colorbrewer2.org
• WebAIM - Web Accessibility in Mind: webaim.org
• The National Center on Disability and Access to Education: ncdae.org

About the Oregon State University Ecampus Research Unit

**Ecampus Research Unit**

The OSU Ecampus Research Unit makes research actionable through the creation of evidence-based resources related to effective online teaching, learning and program administration.

The OSU Ecampus Research Unit contributes to the field of online teaching and learning research in the following four areas:

- **Access**
- **Quality**
- ★ **Administrative excellence**
- ♦ **Adult learners**

**Oregon State University Ecampus**

Oregon State University Ecampus provides students with access to a high-quality OSU education no matter where they live. Oregon State is consistently ranked among the nation’s best providers of online education.

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