[m]asterclass

Data visualization

How to create user-friendly visualizations to communicate data effectively?

Learn how to create practical, efficient, and impactful data visualizations. Through numerous real-life examples, you will discover which mistakes to avoid, how to analyze data in charts, and how to spot manipulation. Through hands-on exercises, you will master the key principles that make tables clear and enable charts to deliver insight effortlessly.

This masterclass is an intensive 4-hour online workshop offering an in-depth dive into digital product design topics. It is specifically designed for professionals already working in the field who want to expand their skill set.

Participants will:

- Learn over a dozen chart types, ranging from the most common to unconventional ones
- Discover which visualization formats work best for their specific data
- Understand key principles for building effective data visualizations
- Learn how to avoid common chart design pitfalls
- Learn how to design highly usable data tables
- Understand how to leverage color theory to enhance readability
- Practice quickly extracting key insights from visualizations
- Master techniques for fast and accurate chart reading
- Review dozens of real-world examples of good and bad data visualizations

Trainer



Iga Mościchowska

For almost two decades, she has been promoting the principles of user-centered design. She is a designer, researcher, facilitator, founder of the UX & Product Design postgraduate program at AGH University, and co-author of the bestselling handbook Research as a Foundation for User Experience Design. For years, she ran a design and research agency working with clients such as eBay, Canal+, and KGHM. Her expertise was recognized by Google, which invited her to mentor in the Google for Startups Accelerator program.

[VIZ] Data visualization

Training program

Duration: 4 hours

- Standard and non-standard data visualization methods
- Selecting the right chart type for your data
- Characteristics of good and bad charts
- Common errors and data manipulation tactics
- Usability of data tables
- Applying color theory to data visualizations
- Reading chart insights: trends, cycles, and anomalies

Who is it for?

- Data Analysts – learn how to enhance the usability and visual quality of charts and tables
- Designers – discover key mistakes to avoid when creating data visualizations
- Researchers – practice creating visualizations that effectively communicate research findings
- Product Managers – learn how to use data visualizations to guide better product decisions

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Contact us!

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