



DATA VISUALIZATION

ART CHOICE . ENCODING . CO
DASHBOARDS . ANNOTATION
NARRATIVE . REPORTING . V

DURATION

25 Hours

LEVEL

Beginner to
Intermediate

MODULES

8

MODE

Classroom ·
Online · Hybrid

01 COURSE OVERVIEW

A visualisation craft course: choosing, designing and annotating charts that communicate a finding. Tool-agnostic and principle-led: how visual encoding works, which chart answers which question, how colour and layout carry meaning, and how to annotate so the reader sees what matters.

Learners redesign a set of poor charts and present a dashboard critique with fixes.

WHO IT IS FOR

Analysts and report builders

Managers presenting data

Researchers and academics

Designers working with data

PREREQUISITES

Basic data familiarity. Any charting tool is acceptable.

02 LEARNING OUTCOMES

01 Match chart type to question and data structure.

03 Use colour intentionally and accessibly.

05 Annotate charts so the takeaway is unmissable.

07 Critique and redesign existing charts.

02 Encode values accurately without distortion.

04 Reduce clutter without removing meaning.

06 Lay out dashboards by reading order and priority.

01 PERCEPTION AND ENCODING

Visual channels

Pre-attentive attributes

Common distortions

Accuracy of encodings

Gestalt grouping

02 CHART SELECTION

Comparison

Distribution

Change over time

Composition

Relationship

When tables beat charts

PRACTICAL

CHART AUDIT

03 COLOUR AND TYPE

Sequential, diverging, categorical palettes

Contrast

Brand constraints

Colour blindness

Typography in charts

04 CLUTTER AND CLARITY

Data-ink

Direct labelling

Aggregation levels

Gridlines and axes

Sorting

Small multiples

PRACTICAL

CHART REDESIGN

05 ANNOTATION AND NARRATIVE

Titles that state findings

Reference bands

Explanatory vs exploratory

Callouts

Sequencing

06 DASHBOARD DESIGN

Reading order

Filters and defaults

Mobile layouts

Grouping and hierarchy

Density

Refresh cadence

PRACTICAL

DASHBOARD LAYOUT

07 SPECIALISED CHARTS

Maps and geography

Waterfalls

Sankey and treemaps

Funnels

Cohort heatmaps

Gauges and their misuse

08 ACCESSIBILITY AND DELIVERY

Contrast and text size

Print and export

Handover documentation

Alt text

Presenting live

PROJECT

DASHBOARD CRITIQUE AND REDESIGN

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

DATA ANALYST

BUSINESS INTELLIGENCE DEVELOPER

REPORTING SPECIALIST

DATA JOURNALIST

INFORMATION DESIGNER

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