COURSE SYLLABUS

Storytelling with Data Using Excel Course

Learn how to transform raw data into visually compelling stories using Excel, combining design principles and narrative techniques to inform and persuade effectively.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/storytelling-with-data-using-excel



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Course Outline

Module 1: The Importance of Context

- Exploratory vs. Analysis
- Who, What, and How
- Consulting for Context: Questions to Ask
- The 3-Minute Story & Big Idea
- Storyboarding

Module 2: Choosing an Effective Visual

- Simple Text
- Tables
- Graphs
- Points
- Scatterplot
- Lines
- Line Graph
- Slopegraph
- Bars
- Vertical Bar Chart
- Stacked Vertical Bar Chart
- Waterfall Chart
- Horizontal Bar Chart
- Stacked Horizontal Bar Chart
- Area
- More Graphs

- What to Avoid

Module 3: Clutter is Your Enemy!

- Cognitive Load
- Clutter
- Gestalt Principles of Visual Perception
- Lack of Visual Order
- White Space
- Non-Strategic Use of Contrast
- Decluttering: Step-by –Step

Module 4: Focus Your Audience's Attention

- You See with Your Brain
- A Brief Lesson on Memory
- Iconic Memory
- Short-Term Memory
- Long-Term Memory
- Preattentive Attributes Signal Where to Look
- Preattentive Attributes in Text
- Preattentive Attributes in Graphs
- Size & Color

Module 5: Think like a Designer

- Affordances
- Accessibility
- Aesthetics
- Acceptance

Module 6: Dissecting Model Visuals

- Line Graph
- Annotated Line Graph with Forecast
- 100% Stacked Bars
- Leveraging Positive and Negative Stacked Bars

Module 7: Lessons in Storytelling

- The Magic of Story
- Constructing the Story
- The Narrative Structure
- The Power of Repetition
- Tactics for a Clear Story

Module 8: Pulling it All Together

- Understand the Context
- Choose an Appropriate Display
- Eliminate Clutter

- Draw the Right Attention
- Think Like a Designer
- Tell a Story