



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
SCHOOLS DIVISION OF NEGROS ORIENTAL

15 JAN 2024

Office of the Schools Division Superintendent

DIVISION MEMORANDUM


No. 0030, s. 2024

**DATA VISUALIZATION, STORYTELLING AND INFOGRAPHICS
IN-DEPTH TRAINING WORKSHOP**

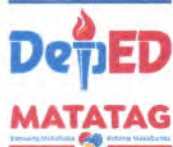
To: Assistant Schools Division Superintendent
Chief, CID and SGOD
Education Program Supervisors/Division Coordinators
Public Schools District Supervisors/ District In-Charge
Elementary & Secondary School Heads
All Others Concerned

1. Attached is a communication from Strategic One Business Management Consultancy Firm Re: **“Data Visualization, Storytelling and Infographics In-Depth Training Workshop”**, which will be on July 15-19, 2024 in Davao City, contents of which are self-explanatory.
2. For details, please see attached communication.
3. Participation to this activity is subject to the compliance of the no-disruption-of-classes policy of the Department of Education and all expenses incurred relative to the conduct of the activity shall be charged to **PERSONAL FUNDS**.
4. For the information of all concerned.

By the Authority of the Schools Division Superintendent:


LANI B. YURONG
Administrative Officer V
Office In-Charge

NCO/JMA-MKP-NLR/SGOD/RBP/imsth
January 12, 2024



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Face To Face Workshop Data Visualization, Storytelling And Infographics In-Depth Training Workshop

1 message

Data Viz Workshop Davao City <research2@strat1spreadsheets.com>
To: "3. Negros Oriental NERI C. OJASTRO" <negros.oriental@deped.gov.ph>

Tue, Jan 9, 2024 at 6:11 AM

[Data Visualization, Storytelling, and Infographics In-Depth Training Workshop \(JULY 15 TO 19, 2024 DAVAO CITY\)](#)

Create powerful and impactful graphs, tables, and infographics using Excel and PowerPoint presentations.

The challenge:

The use of data visualization, storytelling, and infographics can be powerful for conveying information and insights, but there are potential issues to be aware of in each area. In data visualization, concerns include the risk of creating misleading visuals, overly complex representations, selection bias, and poor color choices. Data storytelling challenges encompass a lack of structure, data overload, confirmation bias, and the failure to connect with the audience emotionally. Infographic-related issues involve cluttered design, misleading visual elements, oversimplification, inadequate data sources, and accessibility concerns. Addressing these issues requires careful planning, adherence to best practices, and ethical considerations to ensure effective and honest communication of data-driven messages.

Importance and Benefits:

Effectively addressing data visualization, storytelling, and infographic issues brings numerous benefits. It enhances comprehension, informs decision-making, and fosters impactful communication. Moreover, it boosts credibility, streamlines reporting, broadens accessibility, improves engagement, and provides a competitive edge. Storytelling humanizes data, making it relatable and influential in various contexts.

Hence, we invite you to join our face-to-face workshop in Data Visualization, Storytelling, and Infographics In-Depth Training Workshop (JULY 15 TO 19, 2024 DAVAO CITY).

Payment details: <https://forms.gle/PsDr1N8j8EwbhmMN9>

Registration: <https://forms.gle/rHSqgTruUVbi2kwD7>

Registration fee: PHP9500.00 (inclusive of digital and physical handouts, 12% VAT, datasets, installers of the freeware and open source (that you will use during the workshop), digital certificates (of participation, completion, and attendance), AM/PM snacks, lunch and the learning experience. STRATONE is now a Vat company.

Venue: Brokenshire Hotel Resort and Convention Center, Poblacion District, Davao City, Davao del Sur

Date and Time: July 15 to 19, 2024 (9:00am to 4:00pm)

Course Syllabus and needs to learn data visualization, storytelling, and infographics: https://drive.google.com/drive/folders/1O8yaE2YDj0rDiUStcZjQJPsEXVCP_CRj?usp=sharing

Since the last quarter of 2019, CHED has temporarily stopped the issuance of CHED endorsements. Hence, our fees align with the DBM memorandum on National Budget Circular no. 563 series of 2016.

Regards,

STRAT One
Yakal Road, Tunasan, Muntinlupa City
Tel. no: 02-8-801-5903/09984604375
stratonephils@gmail.com

**DATA VISUALIZATION, STORYTELLING AND INFOGRAPHICS IN-DEPTH
TRAINING WORKSHOP (FACE-TO-FACE WORKSHOP)**

Course Description:

This 5-day in-person workshop is designed to equip participants with the knowledge and practical skills necessary to effectively visualize data, derive meaningful insights, and craft compelling data narratives. Through hands-on activities and interactive sessions, participants will explore various data visualization techniques, storytelling principles, and the art of creating impactful infographics.

Course Objectives:

1. Gain a deep understanding of the principles and importance of data visualization.
2. Be able to create data visualizations to compare measures across different groups.
3. Learn how to use data visualizations for correlational analysis in two and three dimensions.
4. Understand the operations and appropriate use of different types of visualizations.
5. Be proficient in creating data visualizations for time series and geospatial data.
6. Master the art of storytelling with data, designing visualizations to convey a compelling narrative.
7. Acquire skills in crafting effective infographics for presenting study findings.
8. Collaboratively create data visualizations, data stories, and infographics in a workshop setting.

Detailed Daily Learning Outcomes:

Day One: Backgrounder on Data Visualization

- Understand the fundamentals of data visualization and its significance.
- Identify the elements of visual perception in data visualization.

Day Two: Data Visualizations for Comparing Measures

- Create data visualizations for comparing measures across different groups.
- Interpret and analyze data using appropriate visualizations.

Day Three: Data Visualizations for Correlational Analysis

- Apply data visualizations for analyzing correlations in two and three dimensions.
- Determine the appropriate types of visualizations for specific datasets.

Day Four: Data Storytelling and Infographics

- Comprehend the principles of effective data storytelling.

- Design visualizations that tell a compelling data story.
- Explore the advantages and types of infographics for data presentation.

Day Five: Workshop and Presentation

- Collaborate with peers to create data visualizations, data stories, and infographics.
- Present data visualizations through a data storytelling narrative.

Methodology:

- a) This workshop employs a combination of interactive methods to facilitate effective learning:
- b) Lectures and Presentations: Experienced instructors will provide in-depth knowledge of data visualization and storytelling concepts.
- c) Hands-on Activities: Participants will engage in practical exercises and demonstrations to create various data visualizations, data stories, and infographics.
- d) Group Discussions: Interactive discussions and group activities will encourage participants to share their insights and experiences.
- e) Case Studies: Real-world examples and case studies will be analyzed to illustrate the application of data visualization and storytelling techniques.
- f) Workshop and Presentation: Participants will collaborate in groups to apply their skills and present their data visualizations and narratives to the class.
- g) Feedback and Evaluation: Continuous feedback and assessment will be provided to participants to enhance their learning experience.

Preferred Unit Specification: Participants are encouraged to bring a laptop with a minimum of 8 GB RAM or more to support hands-on activities and software tools used in the workshop.

Who needs to learn data visualization, storytelling and infographics:

1. Researchers and Academics:

Effective Communication of Findings: Researchers need to convey their findings clearly to their peers, students, and the public. Learning data visualization, storytelling, and infographics can help them communicate complex research results in a more accessible and engaging manner.

Publication and Grants: Clear data visualization and compelling narratives can enhance the chances of research papers getting accepted for publication and can also strengthen grant proposals.

Teaching and Education: Academics can use these skills to improve their teaching materials, making them more engaging and informative for students.

2. Government Officials, Personnels and Policymakers:

Informed Decision-Making: Government officials and policymakers rely on data to make informed decisions. Data visualization and storytelling can help them understand and communicate data-driven insights, leading to better policy choices.

Public Engagement: Governments often need to communicate complex information to the public. Using visuals and narratives can improve public understanding and engagement with government initiatives and policies.

3. Public Information and Communication Specialists:

Effective Communication: Specialists responsible for communicating government policies and initiatives can benefit from these skills to ensure that information is communicated effectively to diverse audiences.

4. Journalists and Media Professionals:

Data-Driven Reporting: Journalists and media professionals increasingly use data to support their stories. Learning data visualization and storytelling can help them present information more compellingly and accurately.

5. Public Health and Environmental Professionals:

Crisis Communication: During crises like pandemics or natural disasters, professionals in these fields need to convey critical information to the public. Data visualization and storytelling can make this information more understandable and actionable.

6. Public Relations and Marketing Professionals:

Engaging Audiences: Professionals in these fields can use data visualization and storytelling to engage their target audiences and convey the value of products, services, or causes.

Course Outline:

- Backgrounder on Data Visualization
- Importance of Data Visualizations
- Benefits of effective use of Data Visualization
- Elements of Visual Perception
- Understanding the Operations and its corresponding Data
- Types of Visualization and its appropriate use

- Exercise on determining the appropriate graphs for given data set and problem
- Data Visualizations for comparing measures across different groups.
- Demonstration and Hands-on activities
- Data Visualizations for Time Series Data.
- Demonstration and Hands-on activities
- Data Visualizations for Correlational Analysis for 2 and 3 Dimensions
- Demonstration and Hands-on activities
- Data Visualizations for Geospatial Data
- Demonstration and Hands-on activities
- Backgrounder on Data Stories
- Benefits of Effective Data Story Telling
- Designing Visualizations to Tell a Story
- Essentials in Crafting an Inspiring Data Narrative
- Activities that employ the creation of Data Visualization with purposive design
- Backgrounder on Infographics
- Advantages of infographics
- Application of the Gestalt Principles in Infographic Designs
- Types of Infographics for use in presentation of study findings
- Creating Infographics for the presentation of study findings
- Workshop on Data Visualizations, Story Telling, and use of Infographics
- Presentation of Data Visualizations through a Data Story Telling Narrative

PROGRAM OF ACTIVITIES

Day 1:

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| <i>Opening of the workshop (Doxology, National Anthem and opening remarks)</i> | 8:45AM to 9:00AM |
| Backgrounder on Data Visualization Importance of Data Visualizations Benefits of effective use of Data Visualization | 9:01AM to 10:30AM |
| <i>Recess/Break</i> | 10:31AM to 10:45AM |
| Elements of Visual Perception Understanding the Operations and its corresponding Data | 10:46AM to 11:59AM |
| <i>Lunch Break</i> | 12:00PM to 1:00PM |
| Types of Visualization and its appropriate use | 1:01PM to 2:30PM |
| Exercise on determining the appropriate graphs for given data set and problem | 2:31PM to 4:00PM |
| <i>Dismiss</i> | |

Day 2:

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|---------------------|------------------|
| <i>Registration</i> | 8:45AM to 9:00AM |
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| <i>Data Visualizations for comparing measures across different groups.</i> | 9:01AM to 10:30AM |
| Recess/Break | 10:31AM to 10:45AM |
| <i>Demonstration and Hands-on activities</i> | 10:46AM to 11:59AM |
| Lunch Break | 12:00PM to 1:00PM |
| <i>Data Visualizations for Time Series Data.</i> | 1:01PM to 2:30PM |
| Break | 2:31PM to 2:45PM |
| <i>Demonstration and Hands-on activities</i> | 2:46PM to 4:00PM |
| Dismiss | |

Day 3:

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|--|--------------------|
| <i>Data Visualizations for Correlational Analysis for 2 and 3 Dimensions</i> | 9:01AM to 10:30AM |
| Recess/Break | 10:31AM to 10:45AM |
| <i>Demonstration and Hands-on activities</i> | 10:46AM to 11:59AM |
| Lunch Break | 12:00PM to 1:00PM |
| <i>Data Visualizations for Geospatial Data</i> | 1:01PM to 2:30PM |
| Break/Recess | 2:31PM to 2:45PM |
| <i>Demonstration and Hands-on activities</i> | 2:31PM to 4:00PM |
| Dismiss | |

Day 4:

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|--|--------------------|
| <i>Backgrounder on Data Stories</i> | 9:01AM to 10:30AM |
| Recess/Break | 10:31AM to 10:45AM |
| <i>Benefits of Effective Data Story Telling</i> | 10:46AM to 11:59AM |
| Lunch Break | 12:00PM to 1:00PM |
| <i>Designing Visualizations to Tell a Story Essentials in Crafting an Inspiring Data Narrative</i> | 1:01PM to 2:30PM |
| Break/Recess | 2:31PM to 2:45PM |
| <i>Activities that employ the creation of Data Visualization with purposive design</i> | 2:31PM to 4:00PM |
| Dismiss | |

Day 5:

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|---|-------------------|
| <i>Backgrounder on Infographics</i> | 9:01AM to 10:30AM |
| <i>Advantages of infographics</i> | |
| <i>Application of the Gestalt Principles in Infographic Designs</i> | |

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|---|--------------------|
| <i>Recess/Break</i> | 10:31AM to 10:45AM |
| <i>Types of Infographics for use in presentation of study findings</i> | 10:46AM to 11:59AM |
| <i>Lunch Break</i> | 12:00PM to 1:00PM |
| <i>Creating Infographics for the presentation of study findings Workshop on Data Visualizations, Story Telling, and use of Infographics</i> | 1:01PM to 2:30PM |
| <i>Break/Recess</i> | 2:31PM to 2:45PM |
| <i>Presentation of Data Visualizations through a Data Story Telling Narrative</i> | 2:31PM to 4:00PM |
| <i>Dismiss</i> | |

What the participants need during the workshop:

- 1. Laptop**
- 2. Pocket wifi or mobile device with a capacity for mobile hotspot. Some activities may require to access internet.**
- 3. Extension cord**
- 4. Make sure laptops are equipped with MS Excel, Powerpoint Presentation and Word.**
- 5. Concentration in the workshop.**