

Data Doesn't Have to be Boring ^[1]

The purpose of the Data Doesn't Have to be Boring course is to provide participants with an understanding of how to tell a powerful story using their data. Even the best data story loses impact if it isn't presented in the right way. That's why it's so important to choose the right data visualization format. Discussion, examples, and exercises are centered on audience consideration, purpose, presentation, and delivery method.

Program Level: Basic

Prerequisites: None

Advanced Preparation: N/A

Instructional Method: Group-Live

Instructor: [Chris Seek](#) ^[2]

Recommended CPE Credit: 2.0 Hours

Field of Study: Communications and Marketing

Course Objectives:

At the end of the course, participants will be able to tell a story with data, techniques, and tools, including identifying:

- What are data visualization, mapping, and infographics;
- How to win over their audience using their data;
- Which technique is right for their project; and,
- What tools they can use to do all this.

In addition, participants will learn about:

- Differences between visualization formats; and,
- Factors to consider when deciding how to present their data.

Program Policies ^[3]

NASBA Statement:

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- [1] <https://www.cu.edu/controller/cpe-cpas/course-catalog/data-doesnt-have-be-boring>
- [2] <https://www.cu.edu/controller/chris-seek-cpe-instructor>
- [3] <https://www.cu.edu/controller/cpe-cpas-policies>
- [4] <http://www.learningmarket.org>