

COMMUNICATIONS (COMM)

COMM-601 Communicating about Data 4 Credits

Prerequisites: None

Visualizations are powerful. Theories of visual rhetoric and design teach us that good visualization is not only clear and accurate but appealing as well. When executed well, visualizations enhance oral or written communication, by supporting arguments and claims, by providing insight into complex issues, and by supporting recall and decision-making in audiences. This relationship goes both ways, however, even well-crafted visualizations must be supported by effective oral and written communication. In this course, students explore both sides of this relationship, becoming familiar with common genres of visualization and with techniques both for designing them effectively and ethically, and for presenting visualizations orally and in prose.

Lecture: 4, Lab 0, Other 0