

October 2024 Tech Fleet - Maven Course
Storytelling Through Data & Design Masterclass Syllabus
Instructed by Brooklyn Witteman
4 week course: Oct 14th - Nov 3rd, 2024

Sign up through secure payment platform Stripe: <https://buy.stripe.com/7sldRBcy4cPycMg28g>

Learn more about how sign up works below

Cost: \$50.00

Overview

Data is everywhere, but turning it into a compelling story is an art.

Learn how to blend data, design, and storytelling to create a bigger impact with stakeholders in presentations, UX design case studies, reports, and beyond. This UX-oriented course equips you with the tools and techniques to transform bland data into visually engaging narratives.

The good news is you do not need to be an Excel wizard or expert in data analytics to take this course. We will use data that is not overly complex, as the goal is to understand various types of data visualizations and how to apply storytelling. We will primarily focus on quantitative storytelling but also learn about how to effectively showcase qualitative data.

You'll gain hands-on experience through real-world examples, videos, tools, readings, and a final project where you'll apply your new skills to either real data or example data.

From knowing your audience to writing a captivating narrative to ethical considerations, this course prepares you to craft compelling stories that are grounded in data. By the end of this masterclass, you'll be able to confidently communicate data insights with powerful, visual stories.

Is this the right class for you?

1. UX researchers and UX designers who want to learn how to level up data visualization skills and tell more powerful stories in their presentations and case studies.
2. People in adjacent fields (like product owners or product managers) who want to improve their storytelling and data visualization techniques.

3. Career switchers who want to become more confident in their abilities to tell stories integrated with data.

Learning Outcomes

1. Understand the intersection of data, design, and storytelling in UX.
2. Improve data analysis and visualization skills through practical exercises and course material.
3. Develop strong storytelling skills targeted towards stakeholders and the core audience demographic.
4. Present data-driven narratives effectively, demonstrating the ability to communicate insights in a clear and engaging manner.
5. Utilize color theory, typography, layout, and design principles to create effective data visualizations.
6. Evaluate and select appropriate data visualization tools for different types of data and storytelling needs.
7. Apply critical thinking and problem-solving skills in a final project.
8. Understand the ethical implications of data collection and analysis procedures and representation of findings.

Meet your Instructor



The class will be hosted by Brooklyn Witteman, MSc in Interaction Design, UX researcher, and UX designer. She is a fine art teacher turned UX designer. She has spent the past 3 years diving into qualitative and quantitative methodologies and human-centered research and design efforts. She loves telling visual stories just as much as having the data to back up her research claims.

Want to get to know her more? Connect with [Brooklyn on LinkedIn](#)

Cost

This masterclass costs \$50 per student associated with TechFleet. We aim to keep education accessible to help support professional growth at an affordable price.

Pay before class starts through the registration link below, and after payment receipt, you will receive an email about being added to the class Discord channels.

Signup

Secure your spot and register for the course through the Stripe link:

<https://buy.stripe.com/7sldRBcy4cPycMg28g>

How it works:

1. Checkout with the [Stripe link](#)
2. After payment confirmation, you will be added to the class on the [Maven](#) platform with the email you provided during payment. You will be able to access the course information on Maven.

*Please note course access is not automatic and may take a few business days. If purchased on the same day the course starts you will be added immediately.

Format

The class will be held live from Google Meet. Class links can be accessed in Maven, or if you subscribe to the course, Google Calendar events will be on your calendar. There will be lectures once a week and an optional work session once a week. The class will work on their own project of visual data presentation together building on weekly topics leading to a final project. Classes will be recorded in case you are unable to make it or want to reference them in the future.

Tools Used for the Class

1. **Communication:** We're using Maven for class announcements, and chats. We will use Google Meet for lectures and working sessions.
2. **Resources:** There will be class tools and links available to students on Maven, Notion, Figma, and G-Suite tools such as Sheets and Docs.
3. **Design and Data Tools:** Links to (free) tools will be shared on Maven throughout the course.
4. **Material Design Data Visualization:** Material Design offers a [library](#) of resources to help understand data visualization and different use cases.

5. **Homework:** Use whatever tools to document and share your work, i.e., G-Suite, Notion, or Figma.
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Curriculum Details

Week 1 Modules

I. Introduction

- A. Course overview
- B. The power of storytelling in UX
- C. Intersection of data, design, and storytelling
- D. Introduce the final project

II. Foundations of Storytelling

- A. Understanding your audience
- B. Defining your story
- C. Choosing data that represents your story

III. Foundations of Data Collection

- A. Research Methods vs. Data Collection Methods in UX
- B. Data sorting and organization
- C. Identifying key insights

IV. Ethics in Data & Storytelling

- A. Avoiding bias
- C. Responsible use of visual data representation

- D. Honesty, accuracy, and awareness of potential impact
- E. Acknowledge errors/issues of the study

V. Intro to the Final Project

- A. Review project overview
- B. Get access to a dataset (real or practice)

Week 2 Modules

VI. Data Visualization

- A. Types of visualization
- B. Color theory and application
- C. Typography + data design
- D. Layout and composition
- E. Integrating your brand or style guide

VII. Crafting the Narrative

- A. Story structures for data presentation
- B. Creating a compelling hook
- C. Know your goal

Week 3 Modules

VIII. Data + Design Tools and Techniques for Data Visualization

- A. Overview of popular data visualization tools
- B. Creating static visualizations
- D. Infographic design
- E. Effective techniques
- F. Create a style guide for final project

IX. Case Studies and Examples

- A. Successful data stories in UX case studies
- C. Lessons learned from data in UX case studies

Week 4 Modules

X. Final Project

- A. Complete data visualization project
- B. Presentation and peer review
- C. Reflection

XI. Conclusion

- A. Resources for continued learning
- B. Keep in touch with me and your peers on LinkedIn or email.

Class Schedule

Weeks 1-2, we will have lectures on Tuesdays, and optional working sessions are on Thursdays (get feedback and ask questions). Week 3 combines the lecture and working session into a longer class. Week 4 is the last week to present and share final projects.

Week 1: 10/14 - 10/20: Foundations of Storytelling

- a. **Lecture:** Tuesday, Oct 15th @ 4pm-5pm PST
- b. **Working Session:** Thurs Oct 17th @ 4pm-5pm PST

Week 2: 10/21-10/27: Data Visualization & Crafting a Narrative

- c. **Lecture:** Tuesday, Oct 22nd, @4pm-5pm PST
- d. **Working Session:** Thursday, Oct 24th @4pm-5pm PST

Week 3: 10/28-11/3: Tools, Techniques, and Examples. Work on Final Projects

- e. **Lecture + Working Session:** Tues Oct 29th, @4pm-5:30 PST

f. No class 10/31. Happy Halloween, and wrap up your final projects!

Week 4 11/4 - 11/5: Presentation of Final Projects

g. Share final projects and discussion: Tues Nov. 5th, @4pm-5:30 PST

Homework

There will be homework assigned to the class based on topics covered. Each week students will be given assignments such as reading articles, watching videos, and writing reflections.

Students must submit the homework in order to receive a certificate of completion for the class.

Communication

Communication will be held in the Tech Fleet Discord that you will be added to. Additionally within the Maven platform and the Google Suite. We'll hold live streams in Google Meet and have an asynchronous channel to chat on Discord.

Teacher email: bwitteman@techfleet.org