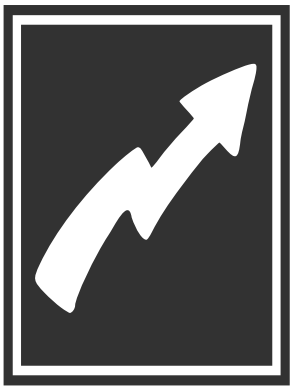
Presenting Data:
Craft & Convey

Numbers that are Seen and Understood



ACTIVITY BOOK

This workbook is designed to support your continued learning following the Presenting Data training course. The goal is to help you to:

- deepen your understanding of key concepts,
- practice applying them in meaningful ways.

Each section builds on what you've already learned, offering exercises, reflections, and real-world scenarios to strengthen your skills in presenting data clearly and engagingly.

Work at your own pace, but ideally complete within 4-weeks of the training itself. You can work on your own, but it can be even better to form a learning circle (cohort) and complete the activities together. Learning is often richer when shared.

If you have any questions (or feedback), contact Richard on:
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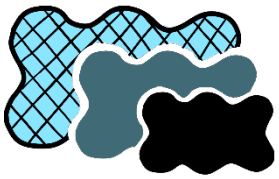
To access other key materials from the course, go to:
Making Presentations | Course Materials | PresData

CLARITY = **REDUCE**



Your aim when designing data visualisation for a presentation is to **reduce what you show**; eliminate distractions and clutter, so there is more space on what remains.

Practice simplifying your data design using the four **Reduce Tools**:

CUT

Remove all that you can: tertiary data, excess lines, distracting backgrounds, significant figures, etc.

GREY-OUT

Define what is secondary or just for reference – grey that out.

PUSH&PULL

Manage the space. Add distance between things that are distinct (e.g. totals).

TAG

Use colour and shape to intuitively communicate: 1) what is being counted and 2) how the reader should feel about it.

ACTIVITY 1. **REDUCE an example data table**

	Click the link to go to a slide with a data table >>>>>	**LINK**
1.1	**CUT** **Remove anything that you believe is not needed.** Ideally work directly the data table, or make notes on what you would remove. TIP: consider rows/columns, significant figures, lines, backgrounds, slide dressing.	Slide 2
1.2	**GREY-OUT** **Grey-Out anything secondary to the primary data.** TIP: consider headings, lines, source information, secondary data. TIP: consciously define levels of significance (i.e. primary, secondary, etc.).	
1.3	**PUSH & PULL** **Move associated elements closer together.** Decide what should be closer together and what should be further apart. TIP: what are the sub-groupings within the data and how can space be used to clarify this?	
1.4	**TAG** **Clarify what is being counted & how you should feel about it.** Consider ways you might clarify what is being counted and/or how to interpret the data being shared. Explore shape, icons, colour, etc. TIP: colour is a great way to do this but limit how much.	
1.5	**Review the Example Final Design and compare with your work.** *How does it compare to what you had decided to do?* *What is better?* *What do you not like about this version?* *Is there anything more you would choose to do?*	Slide 4-8

ACTIVITY 2. **REDUCE an example data chart**

Click the link to go to a slide with a data chart >>>>> **LINK**

2.1 **CUT, GREY-OUT, PUSH&PULL, TAG** Slide 2

Redesign the data chart using all four Reduce Tools.

Ideally directly edit the chart, but at least make notes on what you would remove.

Consider the axis lines and gridlines.
Consider the shape (width and height) of the chart area.
Consider where the y-axis should start.
Consider the positioning of the legend.
Consider how to show the decreasing difference between the two lines.

TIP: make a rough pencil sketch of the chart you are aiming to create.

2.2 **Review the Example Final Design and compare your work.** Slide 4

How does it compare to what you had decided to do?
What is better?
What do you not like about this version?
Is there anything more you would choose to do?

ACTIVITY 3. **Find your own inspiration**

3.1 **Find examples of great design of data tables and/or charts.**

Source 3-5 great examples of data design. These can be from sports, the media, etc.

What do they do that impresses you?
What design elements could you reapply in your data design?

ACTIVITY 4. **REDUCE your data table**

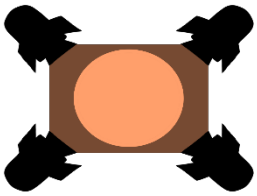
4.1 **Apply the tools to a table or chart of your own.**

Choose one or more of your own data slides. Work through each of the four tools to simplify the slide.

What do you find easy?
What do you find hard?
Who can help you with elements that you struggle with?

Share your final version with a colleague – ask them for feedback and what would help them further to see the data as simple to explore.

FOCUS = **SPOTLIGHT**



Be choiceful and deliberate in how you direct your audience's attention.

Shine By Shadowing
Spotlight specific points by first lowering the light (ink, colour, etc.) of everything else. Only then add intensity where needed.

Switch Off & Move
Design as if using a spotlight: switch on to pinpoint focus and then move the spotlight to guide focus.

ACTIVITY 5. **SPOTLIGHT an example data table**

	Click the link to go to a slide with a data table >>>>>	**LINK**
5.1	**Highlight the key elements of the table.** Explore ways to spotlight each of the following parts of the data table: A) The rows for the top 5 average speeds. B) The rows for the 200m Women and 400m Men records. TIP: grey-out the everything else first then add visual impact.	Slide 2
5.2	**Review the Example Final Design and compare with your work.** *How does it compare to what you had decided to do?* *What is better?* *What do you not like about this version?*	Slide 4-5

ACTIVITY 6. **SPOTLIGHT an example data chart**

	Click the link to go to a slide with a data chart >>>>>	**LINK**
6.1	**Highlight the key elements of the chart.** Explore ways to spotlight the first column (100m) and the last column (10,000m) and how the absolute differences between Men and Women records differ. TIP: sometimes this is as easy as adding a white box over everything else.	Slide 2
6.2	**Click on the link and compare your work with the example.** *How does it compare to what you had decided to do?* *What do you not like about this version?*	Slide 4

ACTIVITY 7. **Find your own inspiration**

7.1	**Find examples of great data design that spotlights brilliantly.** Source 3-5 great examples of data visualisation that guide you where to look. *What do they do that impresses you?* *What design elements could you reapply in your data design?*

UNDERSTANDING = **TRACKTHRU**

If your data is complex, or new to an audience, utilise the **trackthru** process to ensure they understand the data that you are sharing. This will probably take longer to present, but it will be much clearer for the audience to follow, and can save you time from clarification questions and addressing misunderstanding.

Q.
QUESTION
State the question (or hypothesis, proposition etc.) the data is looking to answer.

□
FRAME
Explain what real things are being counted. Highlight the source and method. Orientate the audience around the slide.

#
DATA
Share all of the data. Spotlight the most interesting and important data points.

!
CONCLUSION
Express a clear conclusion from the data (and perhaps a subsequent question to link to the next data slide).

ACTIVITY 8. **Build up a TRACKTHRU deck**

	Click the link to go to a data slide >>>>>	**LINK**
8.1	**Rebuild this slide to move through all four steps of TRACKTHRU:** Break out into 4-6 slides to sequence through: Question > Frame > Data > Conclusion TIP: Build your final slide, duplicate it, then take elements out (or add white boxes over the top) to create slides you will use when <Framing> the data.	Slide 2
8.2	**Review the Example Design and compare with your work.** *How does it compare to what you had decided to do?* *What do you not like about this version?*	Slide 4-8

ACTIVITY 9. **Rebuild one of your data slides to TRACKTHRU**

9.1 **Rework one of your data slides.**
Choose one or more of your own data slides. Rebuild the slides to move through all four steps of TRACKTHRU.

Share your final version with colleague – ask them for feedback on how easy they found it to understand the data you are sharing.

ENGAGEMENT = **UNCOVER**

Turn Data into a Puzzle

Remember not to spoon feed your best data, make the audience do some of the work. This makes them think about what you are saying, rather than simply listening. Add puzzles, rhetorical questions, group discussions, and more.

The secret is to hide the element that you want them most to focus on – e.g. if you want the most focus on the conclusion, hide (and uncover) the conclusion.

ACTIVITY 10. **Design elements to UNCOVER**

10.1 **Rework one of your data slides.**

Utilising a real data slide, identify what you most want the audience to engage on. E.g. Is it the validity of the question; the conclusion, the data source?

Redesign the slide so that you uncover this element as you present.

TIP: this can be as easy as placing a white box over the part of the data that you want to reveal, and adding a "disappear" animation (or just adding a second slide with the box removed).

Ask the right type of Questions

It is important to design questions to ask your audience, and prepare the questions so you get the best balance of control versus freedom. Sometimes you want your audience to be engaged in a way that you control the pacing. Sometimes you want your audience to be engaged in a way where they are free to explore where they like.

HAT Questions

These are brilliant when you want to keep control.

e.g. *"Do you expect to see an upturn or a downturn in the last period?"*

PORSCHE Questions

These maximise engagement, but you will relinquish some control to your audience.

e.g. *"What do you believe has driven the upturn we have seen in the last period?"*

ACTIVITY 11. **Design your QUESTIONS**

11.1 **Form a list of potential questions for one of your data slides.**

Choose a real data presentation, and a single data slide within it. Form two lists: 1) five "HAT" questions and 2) five "PORSCHE" questions.

TIP: the questions can be about the data, but they can also be about: the question you are answering, the data source, or the conclusion after investigating the data.

Decide which questions would be most appropriate in one of your real presentation situations.

This is the end of the activity sheet

