

INFOGRAPHICS & DATA VISUALIZATION CERTIFICATE

100% online

The Infographics and Data Visualization online certificate prepares you for this growing industry. Learn in-demand programs such as Tableau and Illustrator while developing effective storytelling techniques. Faculty practitioners offer an insider's view of the whole process — from researching to sketching to bringing statistics to life.

Continuing and Professional Education at The New School delivers courses and programs that give professionals and non-degree-seeking students the edge that can come only from our accredited university and the dynamic network of renowned faculty and industry-leading professionals at the #1 art and design school in the United States¹ — Parsons School of Design.

Learn the skills you need to advance your career in a changing world.

Certificate Details

Number of courses: 4

Course length: 6–9 weeks

Timeline to completion: Most students take two courses per semester. Students have up to two years to finish, but many finish in three semesters or one year.

Format: Online

Price: Visit cpe.newschool.edu

1. Quacquarelli Symonds World University Rankings (2020).

COURSE OUTLINE

The courses making up this certificate are listed in the order in which they should be taken.

Data Visualization 101

This course covers the basics of data visualization, serving as a foundation for the study of information design, data analytics, and interactive visualization practices.

- **Week 1**
Introduction to Data Viz 101
- **Week 2**
Foundation and History
- **Week 3**
The Power of Perception
- **Week 4**
Techniques and Visual Narratives
- **Week 5**
Designing a Visualization
- **Week 6**
Identifying Your Story
- **Week 7**
Organizing Your Data
- **Week 8**
Maps and Three-Dimensional Viz
- **Week 9**
Career Storytelling and Pathways to Advanced Visualization

Information Design for Infographics and Visual Storytelling

This course teaches students to thoughtfully bring to life flat numbers and data through engaging and digestible visual representations that can easily be shared with vast audiences. It addresses best practices at all stages, from discovery to production to delivery.

- **Week 1**
Visualizing Phenomena
- **Week 2**
Information Representation
- **Week 3**
Data Research
- **Week 4**
Information Aesthetics and Design Methods
- **Week 5**
Data Narrative Patterns
- **Week 6**
Data Stories for Dashboards
- **Week 7**
Custom Data Graphics and Interactives
- **Week 8**
Data Journalism and Visual Essays
- **Week 9**
Presentation

Data and Analytics for Visualization and Business Intelligence

In this course, students develop skills in using SQL and other data analysis tools, with the goal of creating visual representations of information.

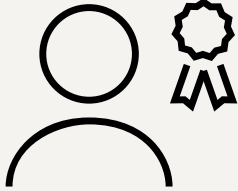
- **Week 1**
Introduction to Data and Analytics
- **Week 2**
Excel, Part I: Aggregators and Conditionals
- **Week 3**
Excel, Part II: Vlookups and Pivots
- **Week 4**
SQL, Part I: Basic
- **Week 5**
SQL, Part II: Filtering
- **Week 6**
SQL, Part III: Joins
- **Week 7**
Data Sense
- **Week 8**
Driving Impact
- **Week 9**
Tableau

Data Visualization Portfolio Development

In this course, students prepare a digital portfolio of projects that showcase their ability to perform in the contemporary data visualization workplace.

- **Week 1**
Introduction to Successful Visualization Projects
- **Week 2**
Choosing and Refining Pieces for Your Portfolio
- **Week 3**
Editing Down/Beefing Up Your Portfolio
- **Week 4**
Survey of the Data Viz Landscape, Part I: Journalism
- **Week 5**
Survey of the Data Viz Landscape, Part II: Client Work
- **Week 6**
Survey of the Data Viz Landscape, Part III: Finance/Business

ADVANCE YOUR CAREER



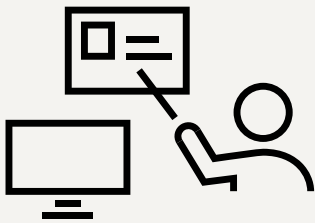
Who Should Enroll

- » Anyone with an interest in data visualization, information design, data analytics, and business intelligence
- » Those seeking a deeper understanding of how data is prepared for graphic visualization
- » Anyone interested in joining a data analytics team in a company or organization



What You'll Gain

- » The ability to research, filter, and clean data and to adapt data and sketches for infographics
- » A deeper understanding of how storytelling facilitates thinking
- » A solid grasp of the most common and important tools used by companies, organizations, and individuals to visualize information



How You'll Learn

- » Engaging video lectures and interviews with industry experts
- » Direct interaction with faculty practitioners at the top of their fields
- » Online collaboration in small classes, supported by video conferencing
- » Project-based learning, yielding real-world skills and portfolio assets

Get started today.

Register at cpe.newschool.edu.

**Continuing and
Professional Education**

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