

DATA VISUALIZATION FOR COMMUNICATION

Wednesday, March 20, 2019

9:30 am - 4:30 pm

Room 532

Allan Rosenfield Building

722 West 168th Street

Agenda:

9:00 Doors open: Light Breakfast Buffet

9:30 Welcoming Remarks and Introductions

Introduction to Visualization

Modern Tools: An Overview

Visualization for Exploration

12:30 Lunch Buffet

1:30 Visualization for Communication

Principles on Choosing Graphic Forms

Visual Design for Non-designers

Exercises and Feedback

4:30 Closing



"Visualization is a powerful tool that depends on creativity and science. Its power lies in the ability to represent large amounts of information to a broad audience.

Forming a narrative out of data can lead to invaluable insights. Our goal as designers is to make understanding complex information both easy and enjoyable for anyone." Alberto Cairo, PhD

ALBERTO CAIRO, PHD

Alberto Cairo joined the University of Miami's School of Communication in 2012. He holds a BA in Journalism from University of Santiago de Compostela, Spain, and a Master's degree and a PhD from Universitat Oberta de Catalunya (Barcelona, Spain). He teaches courses on infographics, data visualization, and data journalism.

Cairo has been described by Microsoft as always "in the vanguard of visual journalism." He is author of the books, *The Functional Art: an Introduction to Information Graphics and Visualization* and *The Truthful Art: Data, Charts, and Maps for Communication*. He's currently writing his first book for the general public, "How Charts Lie," explaining how graphs, charts and maps can mislead. It is to be published in October, 2019. Cairo has also recorded a 12-hour video tutorial about Adobe Illustrator to produce information graphics.

In 2012, Cairo created the first journalism Massive Open Online Course (MOOC) in the world in collaboration with the Knight Center at the University of Texas.

Between June 2010 and December 2011, Cairo was the director for Infographics and Multimedia at Editora Globo, the magazine division of the biggest media group in Brazil, where he acted as an executive editor for the magazines of the group. He was an assistant professor at the School of Journalism, University of North Carolina-Chapel Hill, between 2005 and 2009. At UNC, he was also the James H. Schumaker Term Assistant Professor in 2008 and 2009.

Alberto Cairo led the creation of the Interactive Infographics Department at El Mundo (elmundo.es, Spain), in 2000. His department is widely considered a pioneer in online news. Cairo's team won more Malofiej and Society for News Design (SND) infographics international awards than any other news organization worldwide between 2001 and 2005.

In the past decade, Cairo has taught and consulted for educational institutions and companies in nearly thirty countries. He's currently a consultant for organization such as Goole News Initiative, NORC at the University of Chicago, the European Commission, the Congressional Budget Office and the National Institute of Health.



Alberto Cairo, PhD, is Knight Chair in Visual Journalism and Associate Professor at University of Miami's School of Communication.

In 2018, Dr. Cairo was a panel speaker at the Lerner Center's Turning the Tide: New Directions in Health Communication.

