

uCertify

Course Outline

**Storytelling with Data: A Data Visualization Guide for
Business Professionals**



16 May 2026

1. Exercises, Quizzes, Flashcards & Glossary
2. Expert Instructor-Led Training
3. ADA Compliant & JAWS Compatible Platform
4. State of the Art Educator Tools
5. Award Winning Learning Platform (LMS)
6. Chapter & Lessons

Syllabus

Chapter 1: Introduction

Chapter 2: The Importance Of Context

Chapter 3: Choosing An Effective Visual

Chapter 4: Clutter Is Your Enemy!

Chapter 5: Focus Your Audience's Attention

Chapter 6: Think Like A Designer

Chapter 7: Dissecting Model Visuals

Chapter 8: Lessons In Storytelling

Chapter 9: Pulling It All Together

Chapter 10: Case Studies

Chapter 11: Final Thoughts

Videos and How To

7. Live labs

Lab Tasks

Here's what you get

1. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.

25
EXERCISES

2. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

116
QUIZ

3. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

80
FLASHCARDS

4. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



5. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

6. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

7. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

8. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution

6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

9. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Introduction

- We aren't naturally good at storytelling with data
- Who this course is written for
- How I learned to tell stories with data
- How you'll learn to tell stories with data: 6 lessons
- Illustrative examples span many industries
- Lessons are not tool specific
- How this course is organized

Chapter 2: The Importance Of Context

- Exploratory vs. explanatory analysis
- Who, what, and how
- Who
- What
- How
- Who, what, and how: illustrated by example

- Consulting for context: questions to ask
- The 3-minute story & Big Idea
- Storyboarding
- In closing

Chapter 3: Choosing An Effective Visual

- Simple text
- Tables
- Graphs
- Points
- Lines
- Bars
- Area
- Other types of graphs
- To be avoided
- In closing

Chapter 4: Clutter Is Your Enemy!

- Cognitive load

- Clutter
- Gestalt principles of visual perception
- Lack of visual order
- Non-strategic use of contrast
- Decluttering: step-by-step
- In closing

Chapter 5: Focus Your Audience's Attention

- You see with your brain
- A brief lesson on memory
- Preattentive attributes signal where to look
- Size
- Color
- Position on page
- In closing

Chapter 6: Think Like A Designer

- Affordances

- Accessibility
- Aesthetics
- Acceptance
- In closing

Chapter 7: Dissecting Model Visuals

- Model visual #1: line graph
- Model visual #2: annotated line graph with forecast
- Model visual #3: 100% stacked bars
- Model visual #4: leveraging positive and negative stacked bars
- Model visual #5: horizontal stacked bars
- In closing

Chapter 8: Lessons In Storytelling

- The magic of story
- Constructing the story
- The narrative structure
- The power of repetition
- Tactics to help ensure that your story is clear

- In closing

Chapter 9: Pulling It All Together

- Lesson 1: understand the context
- Lesson 2: choose an appropriate display
- Lesson 3: eliminate clutter
- Lesson 4: draw attention where you want your audience to focus
- Lesson 5: think like a designer
- Lesson 6: tell a story
- In closing

Chapter 10: Case Studies

- CASE STUDY 1: Color considerations with a dark background
- CASE STUDY 2: Leveraging animation in the visuals you present
- CASE STUDY 3: Logic in order
- CASE STUDY 4: Strategies for avoiding the spaghetti graph
- CASE STUDY 5: Alternatives to pies
- In closing

Chapter 11: Final Thoughts

- Where to go from here
- Building storytelling with data competency in your team or organization
- Recap: a quick look at all we've learned
- In closing

10. Live Labs

The benefits of live-labs are:

- Exam based practical tasks
- Real equipment, absolutely no simulations
- Access to the latest industry technologies
- Available anytime, anywhere on any device
- Break and Reset functionality
- No hardware costs

Lab Tasks

The Importance Of Context

- Storytelling at the Cafe

Choosing An Effective Visual

- Choosing an Effective Visual
- Creating and Interpreting a Scatterplot
- Creating a Line Graph and a Slope Graph
- Creating a Bar Chart and a Waterfall Chart

Clutter Is Your Enemy!

- Reducing Visual Clutter

Focus Your Audience's Attention

- Guiding Attention with Visual Signals

Think Like A Designer

- Designing Effective Data Visualizations

Dissecting Model Visuals

- Creating a Storytelling Line Graph
- Creating an Annotated Line Graph with a Forecast
- Creating a 100% Stacked Bar Chart
- Creating a Positive and Negative Stacked Bar Chart
- Creating a Horizontal Stacked Bar Chart

Lessons In Storytelling

- Turning Data into Storytelling

Pulling It All Together

- Choosing and Simplifying Visuals

Case Studies

- Storytelling with Data

Final Thoughts

- Building Storytelling Capability

Here's what you get

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LIVE LABS

11

VIDEO TUTORIALS

23

MINUTES

You can't stay away! Get

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