

ECO 230: Business and Economics Research and Communication
Data Visualization Best Practices
PowerPoint Slide Deck / Electronic Presentation
Instructor: James Murray

Purposes:

- Practice creating electronic resources that communicates research visually and orally
- Learn best practices for communicating quantitative results visually

Directions:

- Create a PowerPoint presentation slide deck that explores best practices for data visualization.
- I recommend 6-10 slides, this is not a hard rule.
- Record your own voices for an audio clip for each slide. This can turn a slide deck into a video presentation.
 - It is easy to do more than one take for a slide.
 - Listen to your audio before you accept the final draft.
 - I rec-commend 4-6 minutes for the complete presentation. This is not a hard rule.
- Use examples of data visualizations.
 - You can borrow others, but be sure to cite the work appropriately.
 - Discuss how one or more best practices are used in the visual. Explain how that makes the visual more effective.
 - Or.. discuss how one or more best practices are not used in the visual, and how that makes the visual less effective.
- Discuss 2-3 best practices concepts. Use an example for each.
- Make a clear take-away message as a conclusion
- In PowerPoint, export your document as a video file.

**Upload your video submission to the appropriate D2L dropbox folder by
Friday, October 27 at 11:59 PM**