

Course Syllabus

Visual Analytics DSBA 5122

Spring 2023, 12:00-2:45pm Mondays, Center City 1101

Instructors: Wenwen Dou, [wdou1@uncc.edu \(mailto:wdou1@uncc.edu\)](mailto:wdou1@uncc.edu)

Teaching Assistant: Pruthvi Raj Chitlur Yoganarasimha Murthy Naga, [pchitlur@uncc.edu \(mailto:pchitlur@uncc.edu\)](mailto:pchitlur@uncc.edu)

Proposed schedule

Date/Time	Topic	Assignment
1/9/2023	Introduction to visual analysis and analytical storytelling	
1/16/2023	MLK Day – No Class	
1/23/2023	Introduction to R and ggplot	ggplot Assignment
1/30/2023	Effective visuals - Color, Tableau tutorial I	Tableau Assignment
2/6/2023	Effective visuals – Reducing clutter, Tableau tutorial II	
2/13/2023	Developing your story (theory), Developing your story (example)	Flipgrid video recording
2/20/2023	Cognitive aspects of visualization, Multi-dimensional Visualization	Midterm presentations instruction out
2/27/2023	Student Recess – No Classes	

3/6/2023	Midterm Presentations	Case study writeup instructions out
3/13/2023	Case study discussion	Hiring by machines
3/20/2023	Text Analysis and Visualization, Vega-lite	Vega-lite assignment
3/27/2023	Conference travel - No class	
4/3/2023	The persuasive power of visualization, Delivering presentations	Final Project Instructions out
4/10/2023	Geospatial Visualization, PowerBI	PowerBI video tutorial
4/24/2023	Effective communications for storytelling	
5/1/2023	Final Project Question Answering	
5/8/2023	Final Project Presentations	The presentations would take place during our final exam time

- Assignments are small problem sets designed to reinforce the concepts learned in the lectures.
 - Participation (**5pts**) - Share two or more visualizations and storytelling examples of your choice with the class.
 - R ggplot2 Assignment (**10pts**)– visualization exercise with ggplot in R.
 - Tableau assignment (**10pts**) – Creating visualizations in Tableau
 - Flipgrid video recording assignment (**10pts**) - video record a short presentation to understand your style and areas for improvement
 - Case study write up (**10pts**) - read a case study about "Hiring by Machine" and writing down your thoughts before discussions in class
 - Vega-lite assignment (**10pts**) - Embed Vega-lite visualizations in a webpage.
 - PowerBI video tutorial (**5pts**) - Complete a video tutorial of PowerBI

Extra Credit Assignments: 5 extra credit