

# Data Viz Gallery

Use this exercise to get participants interacting with, and thinking critically about, data visualisations.

- **People:** 6 to 12 people
- **Time:** 60 Minutes
- **Difficulty:** Easy
- **Materials:** 12 A3 Prints of Data Visualisations.

## HOW TO CREATE THE GALLERY

Preselect 12 info-graphics and Data Visualisations and print them on larger paper (A3 or Tabloid works well) if possible. Choose a variety of visualisations, from those that show a lot of data to those that are just using visual metaphors. Place them on the walls around the room with an equal amount of space between them. Number them with post-it notes. Try to disperse complicated ones evenly between those not so complicated to avoid bottlenecks



## THE EXERCISE

Break people into groups of three. Instruct them that they need to scrutinise each poster together and decide:

- What's the message?
- Who is it for?
- What's the evidence or data contained? Is there a source cited? Do they think the source is credible?

Get the groups evenly dispersed between posters and have them work clockwise until they have looked at all the posters. Give people a timeframe to review the posters. For 12, they can take three minutes at each poster for a total of 36 minutes

After people have viewed all the posters, lead the entire group in a discussion asking.

- Which ones were the most effective? Why?
- Which ones were the least effective? Why?

Reinforce for participants how knowing your audience is critical. Talk about how different audiences might understand a visualisation differently than others. Wrap the exercise up by asking:

- Which ones are relevant to their work?

## CREDIT

Adapted from an exercise originally created by Tactical Technology Collective