

# DATA VISUALIZATION IN A TECHNICAL & PROFESSIONAL COMMUNICATION (TPC) COURSE

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## OPPORTUNITIES FOR DATA VISUALIZATION IN TPC (based on Meloncon & Warner, 2017)

1

### Adding contextual awareness

Emphasis on contextualization can add a much needed dimension to research study design on data visualizations

2

### Asking more appropriate research questions

Present findings that truly advance ways to create data visualizations for diverse audiences

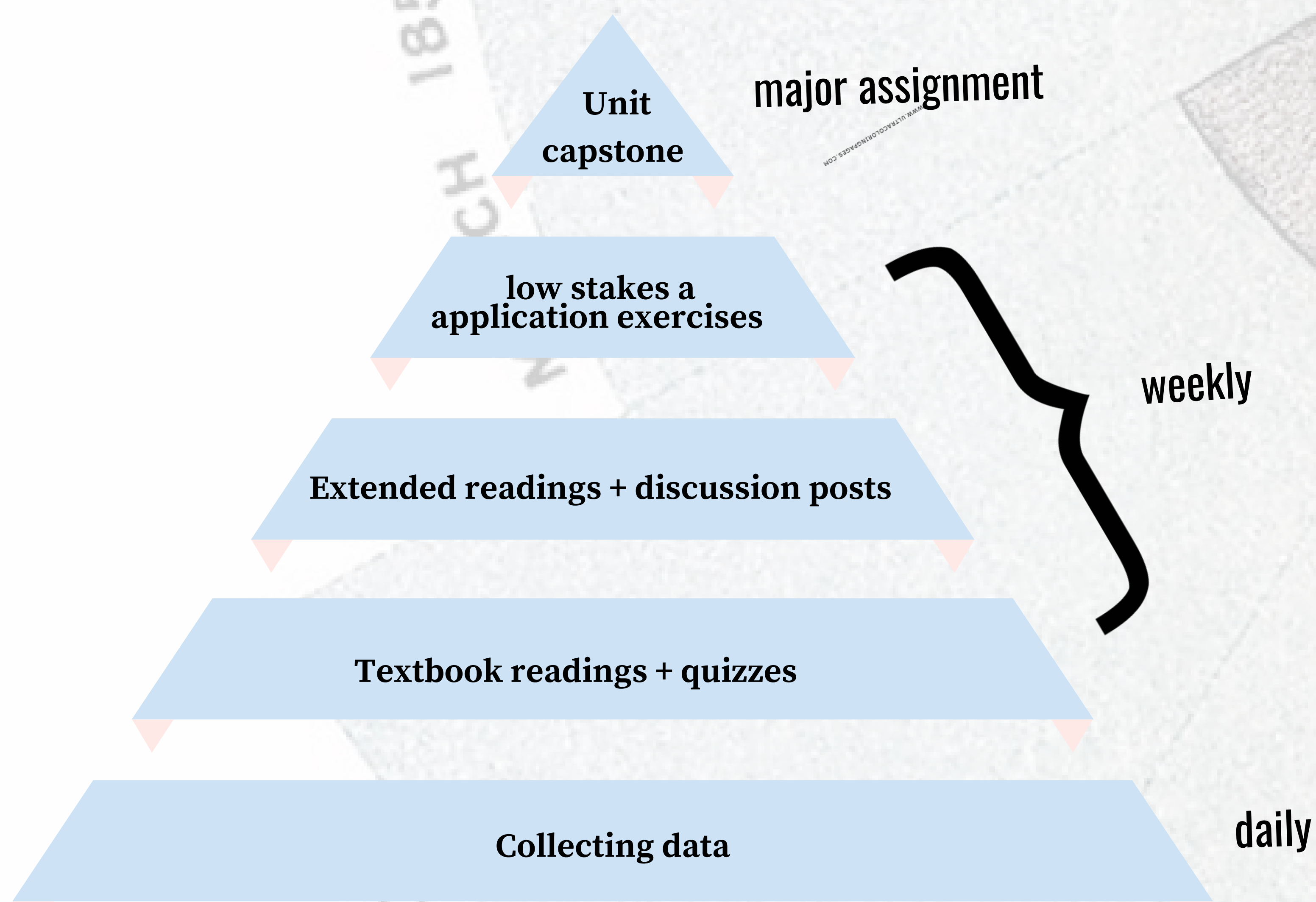
3

### Improving audience analysis

Fostering a full understanding of an intended audience

## PWP 372 - DATA VISUALIZATION UNIT OUTLINE

### ACTIVITIES OUTLINE



\*based on Bloom's Taxonomy

### WEEKLY TOPIC OUTLINE

- 1** What is data visualization?  
Definitions, examples, types of charts
- 2** Historical data visualization  
Questioning and contextualizing data
- 3** Creating visuals  
Available tools and best practices
- 4** Compiling and analyzing raw data  
Identifying trends, audience, and presenting data in report form

## EXTENDED READINGS

(does not include textbook readings)

assigned to students

professor only

Brasseur, L. (2005). Florence Nightingale's visual rhetoric in the rose diagrams. *Technical Communication Quarterly*, 14(2), 161-182.

Kostelnick, C. (2016). The re-emergence of emotional appeals in interactive data visualization. *Technical Communication*, 63(2), 116-135.

Van Winkle, K. (2022). Above all made by themselves: The visual rhetoric of WEB Du Bois's data visualizations. *Technical Communication Quarterly*, 31(1), 17-32.

Wolfe, J. (2015). Teaching students to focus on the data in data visualization. *Journal of Business and Technical Communication*, 29(3), 344-359.

**Source:** Meloncon, L., & Warner, E. (2017, July). Data visualizations: A literature review and opportunities for technical and professional communication. In 2017 IEEE International Professional Communication Conference (ProComm) (pp. 1-9). IEEE.