

# Art + Data

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Art + Data is a design methodology that drives the conceptualization and development of Tableau dashboards. This non-technical workshop will teach analysts how to expedite report building in Tableau and empower analysts to create well-designed, easy-to-use dashboards. Learn to create tools that clearly communicate data stories and contribute to a culture of analytics within your organization.

In addition to the two-day workshop, participants also benefit from one-on-one mentoring. The third day is reserved for on-site, individual mentoring sessions and divided amongst participants.

## Audience

This workshop is designed for Tableau users looking to increase the speed and quality of their Tableau development.

## Duration

3 days: 16 hours of on-site, live workshop time plus 8 hours of 1:1 office hours, allowing one 30-minute private session per participant.

## Prerequisites

None required. 3-6 months Tableau Desktop experience is suggested.

## Workshop includes

This workshop includes a copy of *Art + Data: A Collection of Tableau Dashboards*. It also comes with a printed workbook containing activities and information reviewed in the workshop. This workbook is designed to lead workshop participants through the course and to be a resource after the workshop has come and gone.

Workshop participants will also receive the packaged workbook (.twbx) files for all 20 dashboards featured in the *Art + Data* book. This means that participants can open the files to reverse-engineer our calculations, replicate our designs, and re-use our color palettes. Use our work to improve your own!

## At the end of this course, you will be able to:

Construct better data stories:

- Identify and document a dashboard's goals and objectives, audience, and key requirements
- "Sight-read" datasets using Tableau
- Explore visualization types and understand their best application
- Draft wireframe drawings that support strong data stories

Build Tableau dashboards faster:

- Learn development techniques that help you efficiently build dashboards in Tableau
- Use wireframe drawings as blueprints to expedite dashboard building
- Learn design best practices that help you reinforce your data story aesthetically and improve user experience
- Leverage Tableau's functionality to quickly implement the 5 Elements into your dashboard design
- Establish brand identity and add character to your dashboards to make analytics more memorable





# 5 Elements of Dashboard Design



Integrity



Flow



Color

Aa

Typeface



Charm

## Art + Data Workshop Process

Discover	<p><b>Fill out a requirement quad:</b> Identify goals &amp; objectives, audience, priority questions, and other required features and functions</p> <p><b>Sight-read your data:</b> Identify key measures &amp; dimensions and ensure the data set is robust</p>
Draw	<p><b>Draw as a verb:</b> Collaborate and iterate around visualization options</p> <p><b>Draw as a noun:</b> Draft a wireframe blueprint to plan for dashboard development</p>
Develop	<p><b>Build in Tableau:</b> Develop better dashboards faster using blueprint drawing</p> <p><b>Polish in Tableau:</b> Test for user experience and polish the visuals with the 5 elements of dashboard design</p>

*“The overarching themes of the workshop will definitely be game-changers for me...I was impressed with how much we were able to learn and immediately apply.”*

- CVS HEALTH PROFESSIONAL, JANUARY 2017

### Schedule a workshop

To schedule an Art + Data workshop, contact your Account Manager or email [globalservices@tableau.com](mailto:globalservices@tableau.com)