Module code	SEL618	Level	6
Module title	The Art of Data Storytelling	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

We live in a world driven by data and there's a high demand for leaders who can convert data into insights that lead to game-changing solutions. The conceptual age is hungry for people who can be creative, entrepreneurial and digitally agile. Contrary to popular belief, data storytelling is not simply data visualisation, analytics reporting, or a collection of statistics and illustrations sitting in a dashboard report. Data storytelling is the blend of two worlds, hard data and human communication, which reveal rich insights only when working together. It involves skilfully crafting a compelling narrative by exploring data and revealing deep insights. In this module, you will use industry-standard, user-friendly data analytics and visualisation tools in a creative exploration of the art and science of data storytelling and communication.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Decision Making (MLO4)
Formulate informed decisions using critical and reflexive thinking to explore (and convert) data into business insights.

Communication (MLO5)
Communicate effectively both orally and in writing by creating a compelling narrative to reveal data insights.

Digital Literacy (MLO6)
Appraise and utilise data analytics and visualisation tools in a creative exploration of data storytelling.

3. Learning and teaching methods

This module takes an active-learning approach which places you at the centre of your learning journey to enable you to analyse, evaluate, organise and communicate the significance of information and data in complex contexts including data, narrative and visualisation. You will be required to act autonomously and take responsibility for determining and achieving personal outcomes whilst developing collaboratively, a presentation. The weekly activities (including case studies, workshops, collaborative research) will culminate in you being able to showcase how you have met the learning outcomes.

Learning hours	
Directed learning	**36**
Workshops	36
Guided/Self-guided learning	**64**
Total	**100**

4. Assessment, formative feedback and relative weightings

Assessment 1 – Presentation (Group Assessment)

Weight (%): 100
Word Count or Equivalent: 15 minutes
You will be required to imagine that you have an opportunity to present to the senior management of a company who have recently acquired data analytics & data visualisation tools. You will collaborate to create and deliver a well-researched presentation which covers all aspects of 'data storytelling' i.e. data, narrative and visualisation.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Assessment tasks	ML04	ML05	ML06
Presentation	X	X	X

5. Indicative resources

Dykes, B (2020) *Effective Data Storytelling,* John Wiley & Sons.

Duarte, N (2008). *Slide:ology: The Art & Science of Creating Great Presentations,* John Wiley & Sons.

Duarte, N (2010). *Resonate: Present Visual Stories That Transform Audiences,* John Wiley & Sons.

McKee, R & Gerace, T (2018). S*torynomics: Story-Driven Marketing in the Post-Advertising World,* Methuen.

Rosling, H (2018). *Factfulness: Ten Reasons We're Wrong About The World – And Why Things Are Better Than You Think,* Hodder & Stoughton.

Storr, W (2019). *The Science of Storytelling,* William Collins