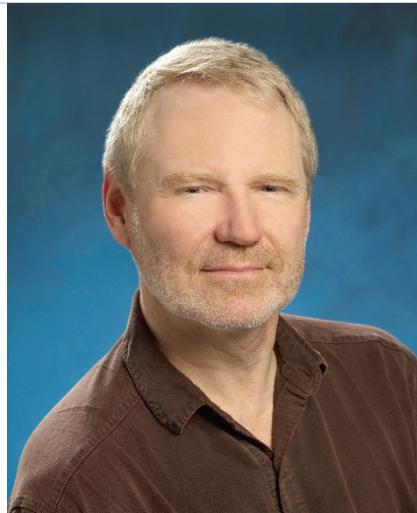


Advanced Dashboard Design Workshop

3 days of advanced dashboard design instruction in Berkeley, CA

Limited to 20 participants

Taught by Stephen Few of Perceptual Edge



Known for his four popular books on data visualization—*Show Me the Numbers*, *Information Dashboard Design*, *Now You See It*, and *Signal*—Few writes the quarterly *Visual Business Intelligence Newsletter*, speaks and teaches internationally, and provides information design consulting.

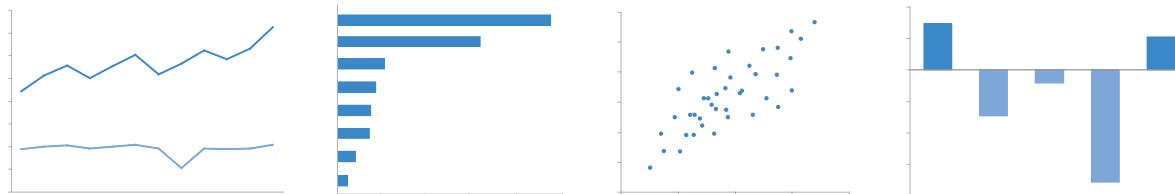
Now that [Few has] opened our eyes and minds to new and better ways of communicating data, we shall never see things in quite the same way again.

UNESCO

David Brower Center, Berkeley, California

Wednesday, January 27 through Friday, January 29, 2016

This workshop will only be offered once in the United States in 2016, but will also be offered in the Netherlands on May 23-25 and in Melbourne, Australia on November 9-11, 2016.



Registration

How to Register

You may register online at www.PerceptualEdge.com/workshops.php. Payments may be made using a credit card (Visa, MasterCard, American Express, or Discover) or purchase order.

Fees

\$3,500 for the entire three-day workshop.

Discounts

Full time students and approved non-profit organizations may receive a 25% discount.

Location

David Brower Center, Berkeley, California

This workshop will be held at the David Brower Center, located at 2150 Allston Way in Berkeley, California. [Directions](#) are available on their website.

Lodging

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at the nearby Hotel Shattuck Plaza for a discounted group rate of \$179 per night, plus taxes and fees. To get the reduced rate, you can make your reservation [online](#) or by calling (510) 845-7300 and telling them that you are part of the "Perceptual Edge" group. We recommend you book your room early as space is limited and any unused rooms in the block will release for sale to the general public on January 4.

Questions

For further information, email register@PerceptualEdge.com or phone (916) 941-9244.

I hope to see you in Berkeley.

A handwritten signature in black ink, appearing to read "Steve".

Description

Dashboards have now been a popular form of information display for over a decade, but relatively few of them live up to their potential. In his book *Information Dashboard Design: Displaying Data for At-a-Glance Monitoring*, Second Edition (2013), Stephen Few introduces best practices for dashboard design that can be learned with relative ease. Competence, however, takes more than reading a book; it takes experience that benefits from expert oversight and advice. This three-day course is specifically for dashboard designers who have already learned the basics and now want to extend and deepen their skills.

A series of short lectures cover advanced dashboard design topics, but most of the course involves hands-on dashboard design. In small groups of four, participants work collaboratively to fully design (but not develop) real dashboards of their choosing. Each participant brings a single set of dashboard requirements to the course and, with the assistance of fellow participants and Stephen Few, proceeds step by step through the design process from initial sketching to polished wireframes, which they present to the class on the last day for a final critique. Participants leave the course with a well-designed dashboard in hand and the skills to produce others, again and again.

This workshop is for

- Those who have already read the book *Information Dashboard Design* or taken the introductory Information Dashboard Design course
- Those who have already designed at least one dashboard based on the principles taught in *Information Dashboard Design*

If you've read *Information Dashboard Design* or have taken the corresponding course, you know that Stephen defines a dashboard as an information display that is used to monitor what's going on. It's a monitoring display. It is not a display that's used to analyze data. It is not a display that's used to look up selected facts. In this course you will design an information monitoring display.

This is an advanced course. It only works well if everyone who attends is an experienced dashboard designer, well versed in the practices that Stephen teaches. To confirm that you are ready for this course, everyone who registers will be contacted and asked to submit at least one dashboard that they've designed for us to review. For this reason, please don't book your travel until your dashboard has been reviewed and your participation has been approved.

This workshop covers

1. Design objectives for rapid information monitoring displays
2. Dashboard requirements gathering
3. Advanced dashboard design challenges and strategies for conquering them
4. Dashboard layout strategies
5. Initial dashboard design sketching
6. Building a library of reusable dashboard design components
7. Dashboard wireframe construction
8. Strategies for conducting dashboard design reviews with users
9. Strategies for predevelopment testing of a dashboard's design

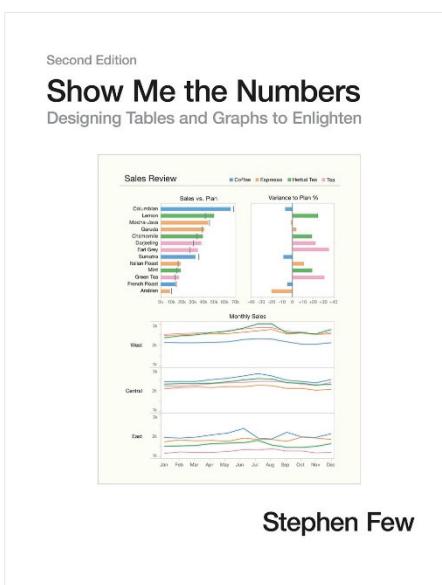
More about Perceptual Edge

In this so-called *information age*, we are overwhelmed by data. This is not because there is too much information, but because we don't know how to tame it. Information lies stagnant in rapidly expanding pools as our ability to collect and warehouse it increases, but our ability to make sense of and communicate it remains inert, largely without notice.

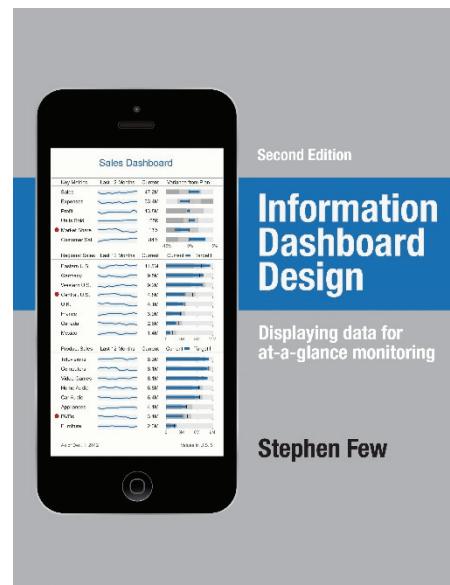
Computers speed the process of information handling, but they don't tell us what the information means or how to communicate its meaning to decision makers. These skills are not intuitive; they rely largely on analysis and presentation skills that must be learned.

Perceptual Edge focuses on the tools and techniques of *visual business intelligence* to help you make better use of your valuable information assets.

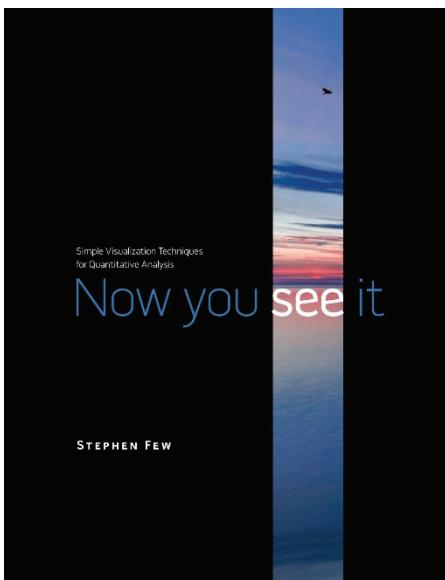
For a full range of resources and services, visit www.PerceptualEdge.com.



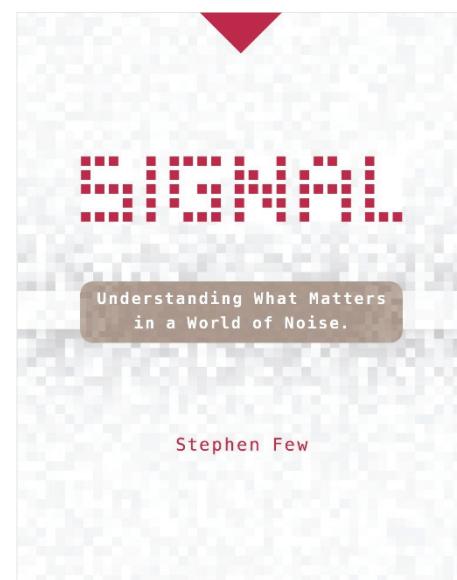
A real gem...clear, concise, and comprehensive.



Guidelines for creating "eloquence through simplicity."



...will become the "gold" standard for data exploration.



For those who know that only signals matter.