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COURSE BROCHURE

# Chart Selection and Visual Perception Essentials Training Course

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Dar es Salaam

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Registered in the United Kingdom and Saudi Arabia

# Chart Selection and Visual Perception Essentials Training Course

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Chart Selection and Visual Perception Essentials is a 1-week training course for analysts and managers who present figures and who leave with a Chart Selection Playbook their unit can reuse. As reporting volumes grow and attention spans shrink, a poorly chosen chart can hide a trend, exaggerate a gap or send a decision the wrong way. Jupiter Prime Training delivers this course on chart selection and visual perception.

## Why Chart Selection and Visual Perception Essentials Matters Now

Executives receive more reports than they can read, so a visual must make its point in seconds. Self-service reporting means people with little design background now publish charts to wide audiences. And audiences are less tolerant of figures that look manipulated. An organisation that chooses charts with care earns trust in its numbers and shortens meetings; one that does not invites misreadings, rework and doubt. The course rests on well-established findings about how the eye ranks position, length, angle, area and colour.

## Who Gains Most from Chart Selection and Visual Perception Essentials

- Staff who turn monthly figures into leadership slides
- Specialists who build recurring performance reports for operations, sales or finance
- Supervisors who brief teams and partners using charts drawn from shared reports
- Project and planning staff who track progress, budgets and milestones visually
- Officers who publish survey or service results

Reporting units that attend together gain most, because they can agree one set of chart conventions and apply it across every report they publish.

## Chart Selection and Visual Perception Essentials Capabilities

Participants learn to choose each visual for the comparison the reader must make.

- Match a chart type to the question being asked — the analyst briefing a decision maker
- Apply pre-attentive attributes to draw the eye to the key value — the busy executive reader
- Design colour palettes that remain readable for colour-blind viewers — every audience member
- Test a chart for distortion from axes, scales and area — the credibility of the report
- Build a single-screen summary page with a clear reading order — the leadership meeting
- Communicate a finding to a non-specialist audience in three steps — the stakeholder who must act

## Key Chart Selection and Visual Perception Essentials Terms

- Pre-attentive attribute — a visual property such as colour, size or position that the eye notices before conscious reading begins.
- Encoding — the mapping of a data value to a visual channel such as length, position, angle or hue.
- Data-ink ratio — the share of a chart's marks that carry information rather than decoration, borders or background.
- Gestalt principles — rules describing how the eye groups items by proximity, similarity, enclosure and connection.
- Truncated axis — a value axis that starts above zero, which can exaggerate differences between bars.
- Sequential palette — a run of shades from light to dark used to show ordered values from low to high.

## Chart Selection and Visual Perception Essentials Day by Day

### Day 1: How the Eye Reads a Chart

- Pre-Attentive Attributes — Which Value the Reader Notices First
- Ranking of Visual Channels — Choosing Position or Length Over Area
- Gestalt Grouping Rules — How Readers Link Related Marks
- Working Memory Limits — How Many Series a Chart Can Carry
- Reading Order and Eye Paths — Placing the Main Message

### Day 2: Matching Charts to Questions

- Comparison Charts and Bar Orientation — Ranking Categories Clearly
- Line and Slope Charts — Showing Change Across Periods
- Part-to-Whole Displays — When Stacked Bars Beat Pie Charts
- Distribution Views With Histograms and Box Plots — Revealing Spread
- Scatter and Bubble Charts — Exposing Relationships Between Measures

### Day 3: Colour, Layout and Labelling

- Sequential, Diverging and Categorical Palettes — Fitting Colour to Data Type
- Colour-Blind Safe Choices and Contrast Checks — Reaching Every Viewer
- Direct Labels Versus Legends — Reducing Back-and-Forth Reading
- Grid, Whitespace and Alignment — Calming a Crowded Page
- Action Titles and Annotations — Stating the Finding in Words

### Day 4: Spotting and Avoiding Misleading Charts

- Truncated and Dual Axes — When Scale Choices Distort Gaps
- Area and Three-Dimensional Effects — Inflated Impressions of Size
- Cherry-Picked Periods and Baselines — Fair Framing of Trends
- Single-Screen Summary Pages — Layout for Leadership Review
- Explaining Charts to Non-Specialists — Three-Step Spoken Walkthrough

## Day 5: Practising the Chart Selection Playbook

- Redesigning a Participant's Own Report Page — Applying Perception Rules
- Peer Critique Against a Distortion Checklist — Testing Fairness
- Palette and Label Standards for a Unit — Agreeing House Conventions
- Presenting a Redesigned Page to a Lay Panel — Checking Comprehension
- Chart Selection Playbook — Question-to-Chart Rules for the Unit

## Applying Chart Selection and Visual Perception Essentials After the Course

- Run a before-and-after review of one recurring report, replacing weak encodings and adding action titles to each chart.
- Lead a short session for colleagues on the distortion checklist and apply it to the next three charts the unit publishes.

## Chart Selection and Visual Perception Essentials Questions FAQ

### What is chart selection and visual perception, and why does it matter now?

It is the practice of choosing each chart for how the eye reads it. With more reports reaching busy leaders, a visual that is quick and fair to read saves time and protects trust in the figures behind every decision.

### Which roles gain most from chart selection and visual perception skills?

Analysts and managers who regularly present figures gain most. That includes people with no design training who now publish charts widely.

### How does chart selection and visual perception differ from an advanced visualisation course?

This is a core-level course on perception, chart choice, colour and honest framing. Longer advanced courses add statistical testing and coding; here the focus stays on clear everyday charts.

### What do you bring back from chart selection and visual perception training?

You bring back a playbook of question-to-chart rules, a palette and labelling standard, a distortion checklist and one of your own report pages redesigned and tested with a lay audience.

## Chart Selection and Visual Perception Essentials: The Way Forward

The Chart Selection Playbook gives a reporting unit one shared set of rules for matching questions to charts, colours and labels. Its first use is the next recurring report, where authors and reviewers check each visual against it. After a first cycle, revisit which rules readers still stumble over and refine the palette and the distortion checklist accordingly.