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## VISUALISE GOALS

- Share experiments in the research and development of visualizations relevant to informal science settings.
- Promote dialogue across disciplines working in data visualization.
- Identify common areas of success or failure to guide future visualization development.
- Converge on critical areas of research and development to guide future work for informal learning settings.

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## COORDINATING TEAM

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**Carrie McDougall**, NOAA Office of Education

**Ryan Wyatt**, California Academy of Sciences

Tag your posts—highlights, questions, or insights.

**#visualise2019**



Visit our VISUALISE website post-conference for speaker videos, conference summary, and additional resources.

**[exploratorium.edu/visualise](http://exploratorium.edu/visualise)**



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# VISUALISE

Visualization  
for Informal  
Science  
Education

Welcome to the  
**VISUALISE** Conference  
May 8 and 9, 2019

# SCHEDULE

All sessions are in the Kanbar Forum unless noted.

## DAY 1 Wednesday, May 8, 2019

8:30–9:00 **Registration and Breakfast**

9:00–9:30 **Welcome**

Rob Semper, Associate Executive Director, Exploratorium  
Jennifer Frazier, VISUAL/ISE Principal Investigator, Exploratorium

9:30–11:00 **Intention: Why We Visualize Data**

We'll explore the many roles of visualizations in science, from communicating ideas to enabling discovery. And we'll examine the relationship between design and function.

Eric Rodenbeck, Stamen Design  
Janet Iwasa, University of Utah  
Joyce Ma, Exploratorium  
Nadja Popovich, *The New York Times*

11:00–11:15 **Break**

11:15–Noon **Working Session: Exploring Intention**

Noon–1:30 **Lunch**  
*Fisher Bay Observatory Gallery 6*

1:30–2:45 **Research to Practice**

How are visualizations perceived and interpreted? We'll explore relevant research on decoding, perception, and data literacy that can impact visualization design.

Tamara Munzner, University of British Columbia  
Steve Franconeri, Northwestern University  
Andreas Bueckle, Indiana University, Bloomington

2:45–3:30 **Working Session: Applying Research to Practice**

3:30–4:00 **Break**

4:00–6:00 **Introductions and VISUAL/ISE Salon**  
*Fisher Bay Observatory Gallery 6*

Participants will briefly introduce themselves in a lightning session with a slide and then share their past or current work for critique and discussion. Refreshments will be served.

6:00–9:00 **Dinner Reception**  
*Gallery 4*

# SCHEDULE

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## DAY 2 Thursday, May 9, 2019

8:00–9:00 **Breakfast**

9:00–9:15 **Launching Day 2**

9:15–10:45 **Storytelling with Data**

Visualizations tell stories—some defined by the designer, others by the user. We'll look at different approaches to data storytelling, including verbal and visual narratives.

Scott McCloud, author of *Understanding Comics*  
Barbara Tversky, Columbia University  
Vetria Byrd, Purdue University  
Fernanda Viegas, Big Picture Group, Google

10:45–11:00 **Break**

11:00–Noon **Working Session: Storytelling with Data**

Noon–1:30 **Lunch**  
*Classroom 1606*  
Informal networking, discussions, and Exploratorium tours

1:30–3:15 **The Affordances of Place**  
See how museums and other places of informal learning are leveraging their affordances and addressing challenges of place to create meaningful visualizations.

Carrie McDougall, Office of Education, NOAA  
Bryan Kennedy, Science Museum of Minnesota  
Mónica Ramírez-Andreotta, University of Arizona  
Heather Segale, UC Davis  
Ryan Wyatt, California Academy of Sciences  
Susan Schwartzenberg, Exploratorium

3:15–3:30 **Break**

3:30–4:30 **Synthesis Activity**

4:30–5:00 **Reflections and Next Steps**

*Optional Activities*

5:00–6:00 **Mingling and Refreshments**  
*Seaglass Restaurant*

6:00–10:00 **After Dark: Designed by Data**  
Featuring VISUAL/ISE Presenters  
*Throughout the museum*

