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.

COORDINATING TEAM

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Kathi George, Exploratorium
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ADVISORY GROUP

Bronwyn Bevan, University of Washington
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Kwan-Liu Ma, University of California, Davis
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

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

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 Buuckle, 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

**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
  - Vetra 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

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 Schwartzengberg, 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  After Dark: Designed by Data
  - Featuring VISUAL ISE Presenters Throughout the museum

6:00–10:00  Mingling and Refreshments
  - Seaglass Restaurant

**STUDY IN LIBRARY**

**SCHEDULE**

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