Data Journalism and Visualization: Telling Stories with Data

15 – 19 March 2027
Madrid (Spain)



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Why This Course

In today's media landscape, data is a powerful storytelling tool. Journalists who can analyze data, create meaningful visualizations, and craft compelling data-driven narratives are better equipped to inform audiences, uncover insights, and enhance credibility.

This intensive 1-week program provides journalists with practical skills in data analysis, visualization, and storytelling. Through hands-on exercises and industry-standard tools, participants will learn to turn raw data into impactful stories that engage and inform.

What You'll Learn and Practice

By participating in this program, you will:

- Develop the skills to locate, clean, and prepare datasets for journalistic use.
- Master data analysis techniques using spreadsheets and basic statistical tools.
- Create clear, engaging, and accurate data visualizations.
- Integrate data into compelling stories for print, digital, and multimedia platforms.
- Understand and apply ethical considerations in data journalism and visualization.

The Program Flow

Day 1: Introduction to Data Journalism

- Principles and significance of data journalism.
- Finding, evaluating, and sourcing reliable datasets.
- Basic data cleaning techniques to ensure accuracy.
- Introduction to spreadsheet analysis for data handling.

Day 2: Data Analysis Fundamentals

- Advanced spreadsheet functions for deeper insights.
- Basic statistical concepts tailored for journalists.
- Identifying trends, patterns, and anomalies in data.
- Introduction to SQL for querying and analyzing datasets.



Day 3: Data Visualization Principles

- Fundamentals of effective data visualization design.
- Selecting appropriate chart types and visual formats.
- Overview of data visualization tools and software.
- Creating basic charts, graphs, and visual summaries.

Day 4: Advanced Visualization Techniques

- Developing interactive visualizations for digital platforms.
- Mapping and geospatial data visualization techniques.
- Building dashboards to tell engaging data-driven stories.
- Ensuring accessibility and mobile-friendly visualizations.

Day 5: Data-Driven Storytelling

- Integrating data seamlessly into narrative structures.
- Crafting clear and impactful data-driven stories.
- Ethical considerations and responsible reporting with data.
- Final project: creating a complete data-driven story from raw data to published content.

Individual Impact

- Gain proficiency in handling, analyzing, and visualizing data for journalism.
- Develop confidence in creating data-driven stories that engage and inform audiences.
- Apply ethical standards when reporting with data.
- Enhance digital storytelling skills with interactive and visual elements.

Organizational Impact

- Improve the quality and credibility of reporting through accurate data analysis.
- Enhance audience engagement with interactive and visually compelling stories.
- Equip news teams with practical skills to leverage data in editorial decision-making.
- Foster a culture of evidence-based journalism that supports transparency and trust.

Training Methodology

The program combines theory with applied exercises to ensure participants can implement concepts immediately:

- Hands-on practice with datasets, spreadsheets, and visualization tools.
- Workshops on creating interactive visualizations and dashboards.
- Case studies of exemplary data-driven stories in journalism.
- Guided exercises in ethical decision-making and narrative development.



Beyond the Course

Upon completion, participants will be able to:

- Identify and prepare datasets for journalistic investigations.
- Analyze data to extract meaningful insights and trends.
- Design compelling visualizations that communicate complex information clearly.
- Craft data-driven stories that enhance audience understanding and engagement.

This program provides journalists with a structured path to harness the power of data, transforming numbers into narratives that inform, engage, and inspire.

