

Using interactivity as a tool for storytelling in data visualisation



Gurman Bhatia
Founder & Director
Revisual Labs, India

Interactivity in data visualization makes communication not just informative but also playful, engaging, and tailored to the audience's needs. It helps turn complex, multi-layered datasets into more digestible and relevant experiences, making it easier to absorb information and draw meaningful inferences.

This talk will merge insights from UI/UX, Human-Computer Interaction, design, and perception to offer actionable tips for creating data-driven interactives. You'll learn how to create memorable, engaging elements that not only inform but also tell a story when needed.

the
CHAI

talk series

About the Speaker

Gurman Bhatia is the founder and director of Revisual Labs (<https://revisual.co/>), India's first information design agency. With a Master's in Journalism from Columbia University and over eight years in data journalism and visualization, she creates impactful stories using data, visuals, and code. Gurman has worked with Reuters, Hindustan Times, WHO, and Greenpeace on award-winning data-driven projects. She has trained over a thousand people in data storytelling, aiming to democratize data literacy, enabling them to leverage data for better decision-making and advocacy. Gurman's mission is to democratise data literacy in India and empower people to use data as a tool for impactful and memorable communication.

Venue: Online
Time: 7:15 PM IST
Date: 05-Sep-24

Organized by
**Mehta Family
School of
Data Science
& Artificial
Intelligence**

Indian Institute of Technology
Guwahati,
Guwahati-781039, India