COURSE OUTLINE

ICT702 Data Visualisation

School: School of Science, Technology and Engineering

2026 | Trimester 2

UniSC Sunshine Coast UniSC Adelaide	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

A picture is worth a thousand words! Data in a spreadsheet or in a table doesn't tell the same story as a well presented graph. Visually-displayed data is much more accessible, and enables businesses to promptly identify potential strengths and weaknesses and in turn make well informed decisions. Through this course, you will learn to create easy-to-understand visualizations and dashboards to enable decision-makers and stakeholders to see the big picture and act on the results.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous Learning material	2hrs	Week 1	12 times
Tutorial/Workshop 1 – Synchronous on campus workshop	2hrs	Week 1	12 times
Seminar – On campus seminar	1hr	Week 1	2 times
ONLINE			
Learning materials – Asynchronous Learning material	2hrs	Week 1	12 times
Tutorial/Workshop 1 – Synchronous Zoom workshop	2hrs	Week 1	12 times
Seminar – Online seminar	1hr	Week 1	2 times

1.3. Course Topics

Data Visualization and Design.
Purposeful Use of Color.
Exploring Data Visually.
Explaining Visually to Influence with Data.
Data Dashboards.
Telling the Truth with Data Visualization.

2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Explain the role of data visualisation in a business context	Knowledgeable Creative and critical thinker
2	Apply the principles of data visualisation in a business context	Creative and critical thinker Empowered
3	Use data analysis and visualisation techniques to gain business insights.	Creative and critical thinker Empowered
4	Effectively communicate data-driven findings using data visualisation techniques	Creative and critical thinker Empowered

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Must be enrolled in a postgraduate program.

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback provided on weekly tutorial exercises.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Examination - not Centrally Scheduled	Individual	10%	1 hour	Week 5	Online Test (Quiz)
All	2	Artefact - Creative, and Written Piece	Individual	50%	1500-word (equivalent) report and data visualisation artefact	Week 10	Online Assignment Submission with plagiarism check
All	3	Examination - not Centrally Scheduled	Individual	40%	1.5 hours	Week 12	Online Test (Quiz)

All - Assessment Task 1: Skills Exam

GOAL:	To assess your understanding and application of visualisation techniques to make sense of business data.
PRODUCT:	Examination - not Centrally Scheduled
AUTHORSHIP STATEMENT:	
FORMAT:	Skills test held during your regular week 5 workshop
CRITERIA:	

No.		Learning Outcome assessed
1	Critical analysis of data visualisation in the given problem	1
2	Creative approaches to solving the problem	3
3	Application of relevant visualisation concepts	2

GENERIC SKILLS:	

All - Assessment Task 2: Data Visualisation Report

GOAL:	To design and develop effective data visualisation for a real-world data case study.
PRODUCT:	Artefact - Creative, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	Using a data visualisation software, you will create a dashboard to communicate insights for the given business case. In addition you will also be required to submit a report of your findings. Further details will be available on Canvas in the assignment specification.
CRITERIA:	

No.		Learning Outcome assessed
1	Presentation and organisation of report	4
2	Insightful analysis of the given problem	3
3	Correct use of data visualisation principles and approaches to solving the problem	2

GENERIC SKILLS:	

All - Assessment Task 3: Exam

GOAL:	Apply data visualisation techniques and principles for given business scenarios
PRODUCT:	Examination - not Centrally Scheduled
AUTHORSHIP STATEMENT:	
FORMAT:	2 hour exam held during your regular workshop time in Week 12
CRITERIA:	

No.		Learning Outcome assessed
1	Application of data visualisation principles to given scenarios	2
2	Correct use of data visualisation tools and techniques	3

GENERIC SKILLS:	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the Library at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	Jeffrey D. Camm,James J. Cochran,Michael J. Fry,Jeffrey W. Ohlmann	2021	Data Visualization: Exploring and Explaining with Data	1st	Cengage Learning

8.2. Specific requirements

You must have a computer (Desktop or Laptop) that you can install the needed software on, in order to be able to practice data visualisation skills outside workshop times.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central