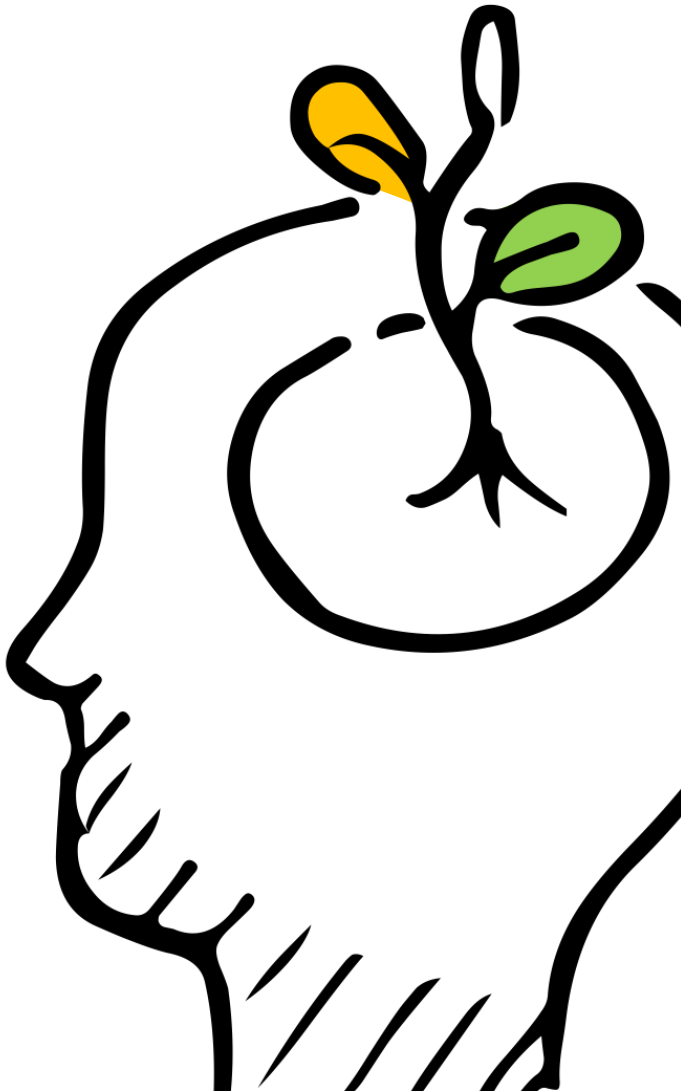
이공계대학원생을위한스마트프레젠테이션 노하우

인포그래픽 PT& 데이터시각화



UST

미스해마대표김미리
misshaema@gmail.com

과정목표

심플하고 핵심이 담긴 프레젠테이션으로 업그레이드!!

정보화/구조화를 통한
데이터시각화와 인포그래픽 패턴을 습득하여
보다 효과적인 핵심과 직관적 전달이 가능하도록

1. 정보를 받아들이는 대상의 인지 방식 이해하기
2. 정보화, 구조화의 방법을 알고 정보전달을 위한 요소와 도구 활용하기
3. 표, 차트, 숫자 등을 효과적으로 보여줄 수 있도록 데이터시각화 패턴 실습
4. 정보구조화를 통해 핵심을 전달하는 인포그래픽 구조화 및 시각화 패턴 실습

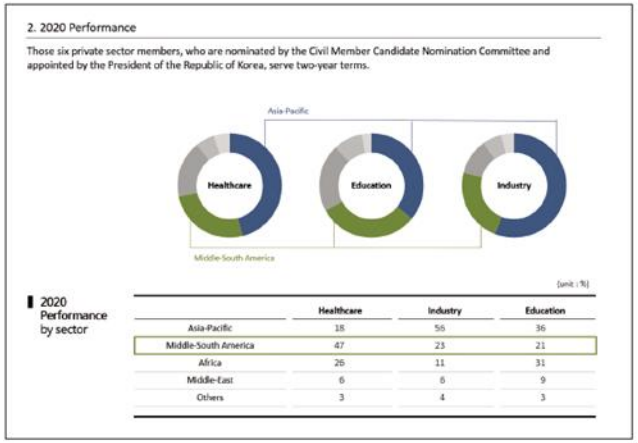
인포그래픽 PT & 데이터시각화
스마트 프레젠테이션 노하우

커 리 큘 럼

1H~1.5H 사이에 상황에 따라 10분간 휴식합니다.

1	문제해결을 위한 비주얼씽킹과 정보 디자인 사고력	강의 (0.5H)	1. 익숙함에 갇힌 전형적 사고의 틀 깨기 2. 주변의 사례를 통해 문제해결의 프로세스와 구조 파악하기 3. 연상 – 비유 – 재정의하기, 비주얼씽킹으로 정보를 새롭게 재구성
2	프레젠테이션 전체 구조잡기와 전개 프로세스 익히기	강의 (0.5H)	1. WHY-HOW-WHAT으로 전개하는 전체구조와 흐름 잡기 2. 큰 덩어리부터 작은 덩어리로 전개하는 제안서 사례와 방법 익히기
3	데이터시각화 패턴 : 데이터를 직관적인 정보로 전달하기	강의/ 개별실습 (1H)	1. 데이터 절대값과 비교값을 보여주는 막대형 차트와 치환 방법 알기 2. 비중과 분포를 한눈에 나타내는 파이차트와 누적형 차트 호환하기 3. 데이터의 흐름과 상대적 비교가 쉬운 추이차트와 영역차트 병합하기
4	인포그래픽 패턴: 정보의 핵심을 제대로 전달하기	강의/ 개별실습 (1.5H)	1. 반복과 확장을 보여주는 모듈형 인포그래픽 작성하기 2. 비교와 대결구도, AS-IS vs TO-BE를 보여주는 인포그래픽 작성하기 3. 타임라인으로 전체그림을 보여주는 인포그래픽 작성하기
5	인포그래픽 패턴 제작을 위한 Tool & Site	강의/ 개별실습 (0.5H)	1. 저작권이 해결된 소스 공유 사이트 활용법과 방법 알기

실 습 예 시



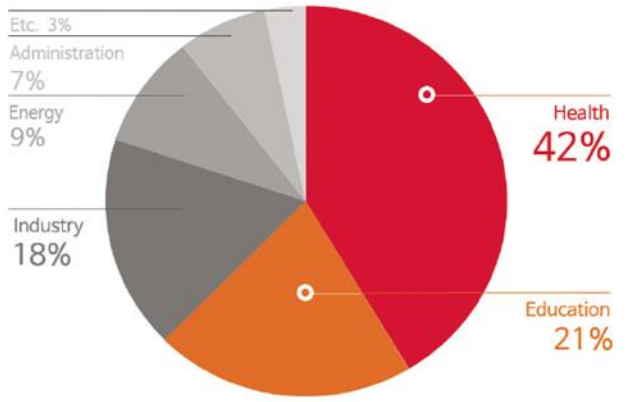
2. 2020 Performance

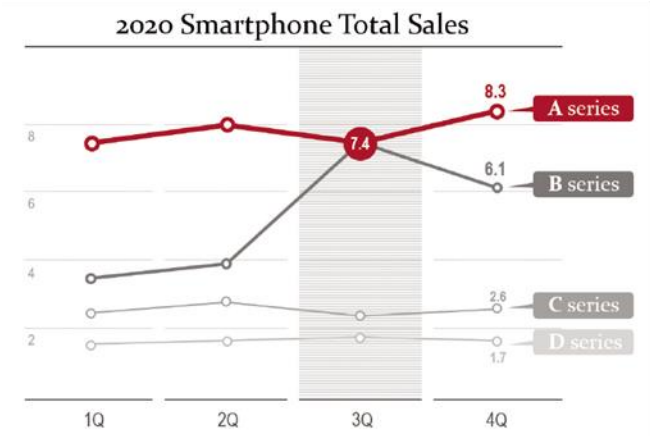
Those six private sector members, who are nominated by the Civil Member Candidate Nomination Committee and appointed by the President of the Republic of Korea, serve two-year terms.

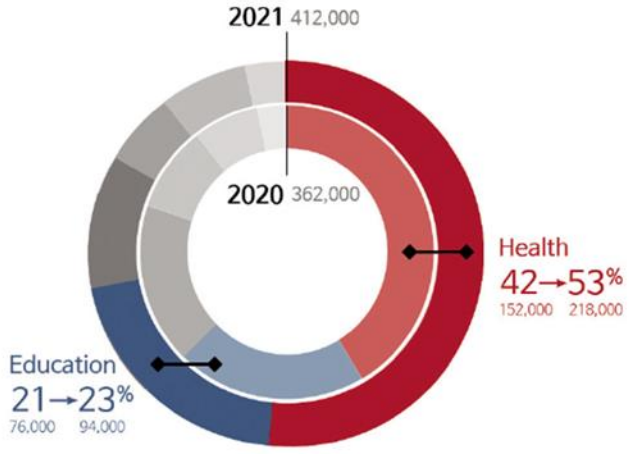
2020 Performance by sector

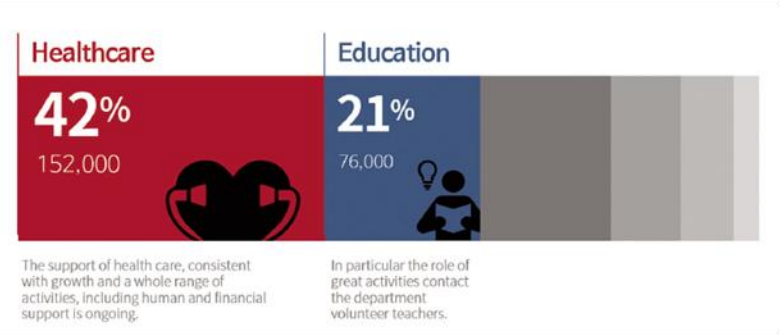
(unit : %)

	Healthcare	Industry	Education
Asia-Pacific	18	56	36
Middle-South America	47	23	21
Africa	26	11	31
Middle-East	6	6	9
Others	3	4	3

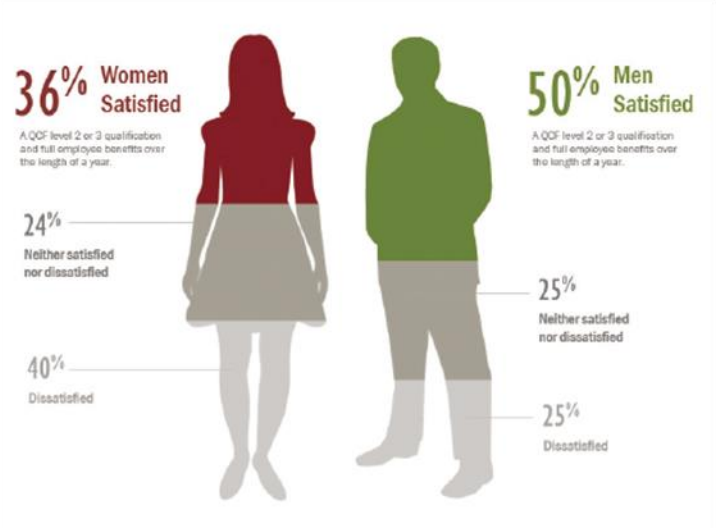




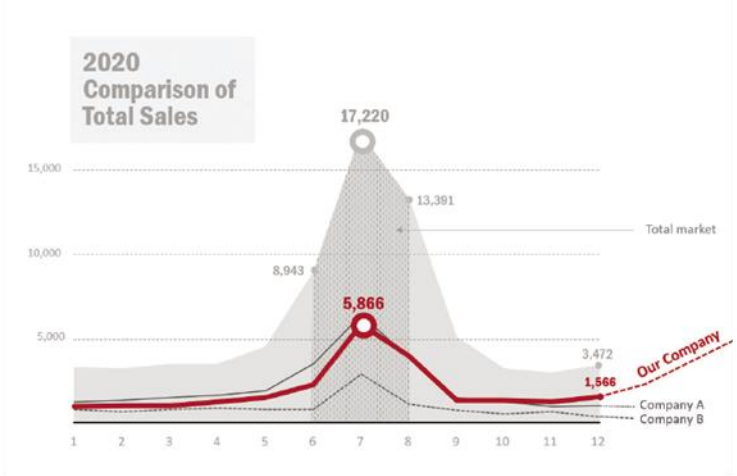



Healthcare
42%
152,000
Education
21%
76,000
The support of health care, consistent with growth and a whole range of activities, including human and financial support is ongoing.
In particular the role of great activities contact the department volunteer teachers.

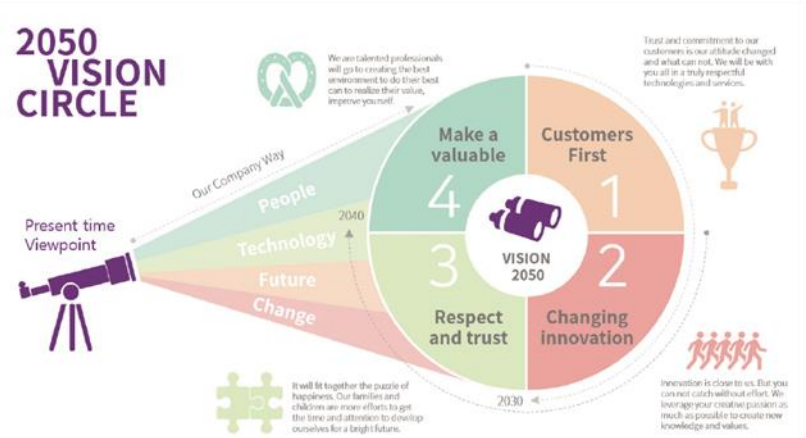

2005
Sydney
Opera House
2007
NewYork
Empire State Building
2010
Pisa
Leaning Tower Of Pisa
2011
Agra
Taj Mahal
2014
London
Big Ben
2017
Rio de Janeiro
Christ The Redeemer
2020
Athens
Parthenon

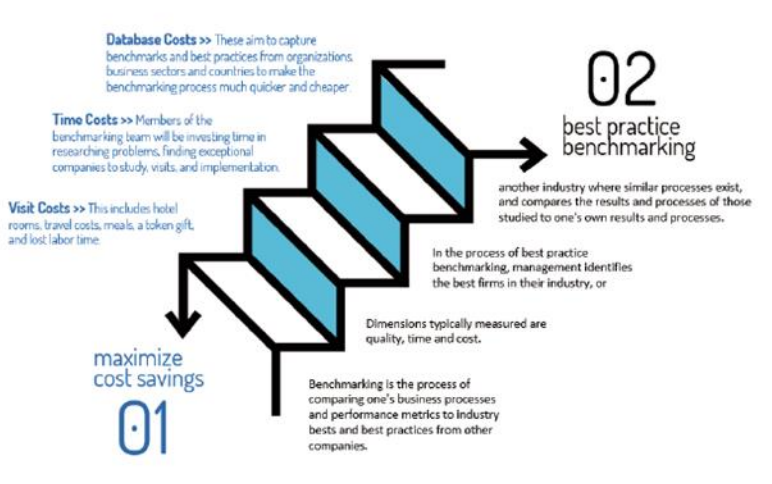

36% Women Satisfied
A QCF level 2 or 3 qualification and full employee benefits over the length of a year.
24%
Neither satisfied nor dissatisfied
40%
Dissatisfied
50% Men Satisfied
A QCF level 2 or 3 qualification and full employee benefits over the length of a year.
25%
Neither satisfied nor dissatisfied
25%
Dissatisfied


14%
POOR in Developing Countries


2020
Comparison of
Total Sales
17,220
13,391
Total market
8,943
5,866
3,472
1,566
Our Company
Company A
Company B
15,000
10,000
5,000
1 2 3 4 5 6 7 8 9 10 11 12

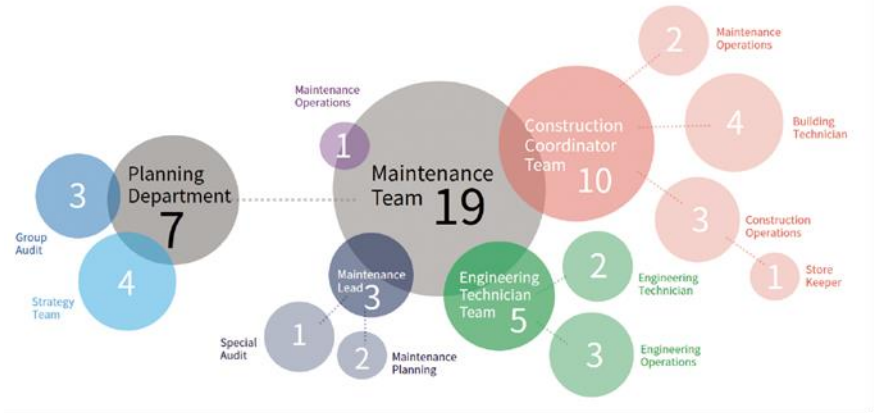

marketingmix
Every product is subject to a life-cycle including a growth phase followed by a maturity phase and finally an eventual period of decline as sales fall. Marketers must do careful research on how long the life cycle of the product they are marketing is likely to be and focus their attention on different challenges that arise as the product moves.
A product is seen as an item that satisfies what a consumer demands. It is a tangible good or an intangible service. Tangible products are those that have an independent physical existence.
Step 01
Product
Step 02
Price
Step 03
Promotion
Step 04
Place
Step 05
Marketing mix
The amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy and, depending on the price elasticity of the product, often it will affect the demand and sales as well.
Advertising covers any communication that is paid for, from cinema commercials, radio and internet advertisements through to print media and billboards.
The position of its products from the competition 2, a map created in three-dimensional space, compared to the current analysis of the competition by identifying precisely the location of its products, can provide information about orientation or the like.
Refers to providing the product at a place which is convenient for consumers to access. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix.


2050
VISION
CIRCLE
We are talented professionals will go to creating the best environment to do their best can to realize their value, improve yourself.
Trust and commitment to our customers is our attitude changed and what can not. We will be with you all in a truly respectful technologies and services.
Our Company Way
People
Technology
Future
Change
Present time
Viewpoint
2040
2030
Make a valuable
4
Customers First
1
3
Respect and trust
2
Changing innovation
VISION 2050
It will fit together the puzzle of happiness. Our families and children are more efforts to get the time and attention to develop ourselves for a bright future.
Innovation is close to us. But you can not catch without effort. We leverage your creative passion as much as possible to create new knowledge and values.

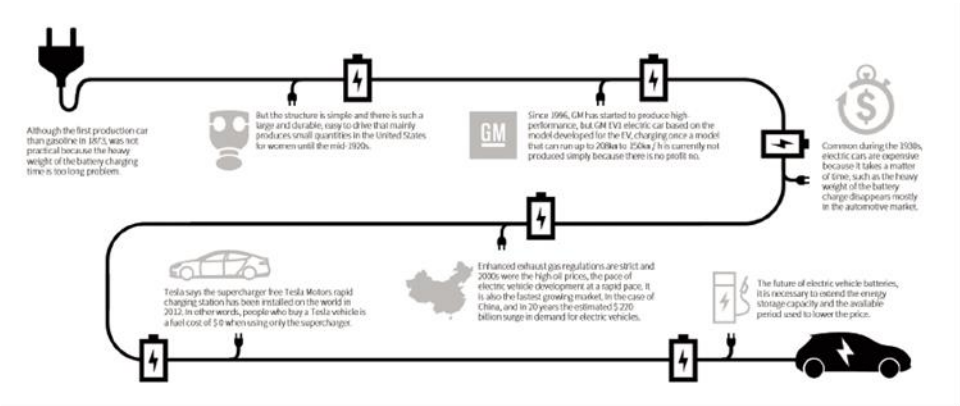

Database Costs >> These aim to capture benchmarks and best practices from organizations, business sectors and countries to make the benchmarking process much quicker and cheaper.
Time Costs >> Members of the benchmarking team will be investing time in researching problems, finding exceptional companies to study, visits, and implementation.
Visit Costs >> This includes hotel rooms, travel costs, meals, a token gift, and lost labor time.
02
best practice benchmarking
another industry where similar processes exist, and compares the results and processes of those studied to one's own results and processes.
In the process of best practice benchmarking, management identifies the best firms in their industry, or
Dimensions typically measured are quality, time and cost.
maximize cost savings
01
Benchmarking is the process of comparing one's business processes and performance metrics to industry bests and best practices from other companies.

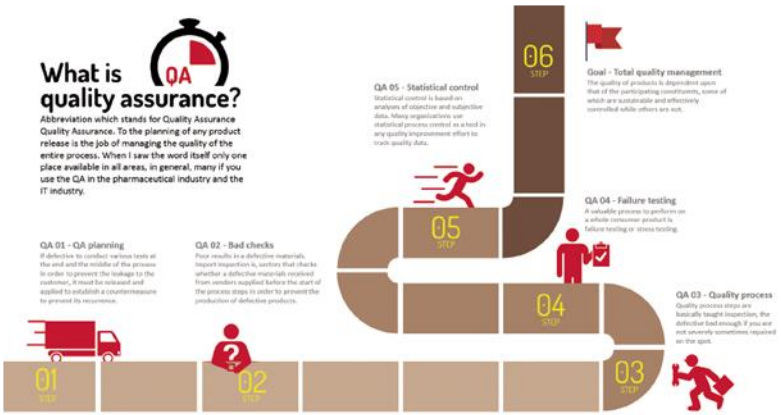

BROWSER WAR
MOBILE/TABLET BROWSER
MARKET SHARE
CHROME 49.48%
As of March 2016, StatCounter estimates that Google Chrome has a 60.1% worldwide usage share of web browsers as a desktop browser. It is also the most popular browser for smartphones, and combined across all platforms at about 45%. Its success has led to Google expanding the 'Chrome' brand name on various other products such as the Chromecast.
chrome
SAFARI 29.12%
Safari Technology Preview was released alongside OS X El Capitan 10.11.4 as a public beta program, where users can install it on a Mac to experience the latest WebKit technologies, with a vie.
safari
8.33%
android browser
5.74%
opera mini
3.90%
MS IE
3.42%
other
April, 2016. netmarketshare.com

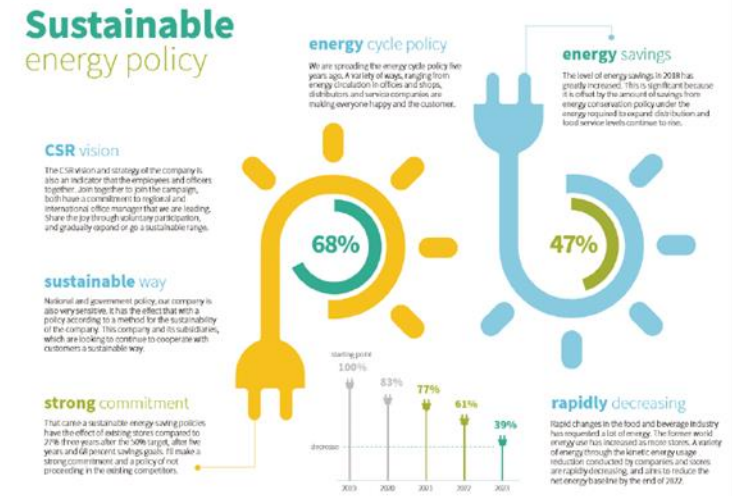

Engineering Technician Team
Building Technician
Engineering Operations
Store Keeper
Maintenance Team
Maintenance Supervisor
Maintenance Lead
Maintenance Operations
Construction Operations
Construction Lead
Construction Coordinator Team

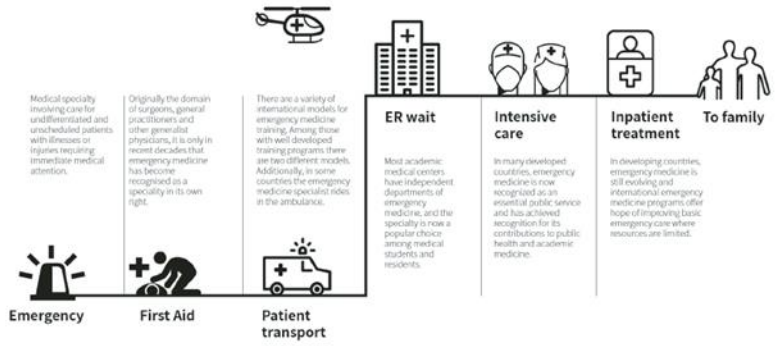

Planning Department 7
3
Group Audit
4
Strategy Team
Maintenance Team 19
Maintenance Operations
1
Maintenance Lead 3
Special Audit
1
2
Maintenance Planning
Construction Coordinator Team 10
2
Maintenance Operations
4
Building Technician
3
Construction Operations
1
Store Keeper
Engineering Technician Team 5
2
Engineering Technician
3
Engineering Operations


Support for Children in Korea Partner Cities
Wonju-si, Youngwol-gun,
Gangwon Province
North Chungcheong Province,
Eumseong-gun
Geumsan-gun,
South Chungcheong Province
Geumjeong-gu,
Busan
Seogwipo-si,
Jeju Island
Hampyeong-gun, Jangseung-gun,
South Jeolla Province









* 이상 모든 저작물과 이미지, 과정설계 내용의 저작권은 김미리에게 있습니다.

강사소개

김미리

학력

- 연세대학교 이과대학 생화학과 졸업(이학학사)
- 국민대학교 디자인대학원 가구디자인전공 졸업(디자인학석사)

경력/저서

- 前 중앙일보 출판국 미술팀 근무, 前 ㈜디자인수목원 창립 및 대표이사
- **One Page 인포그래픽스 공동저자(2012, 샌들코어)**
- **회사에서 자주 쓰는 인포그래픽 패턴31 공동저자(2016, 샌들코어)**
  * 7년 간 데이터와 인포그래픽 분야 코칭, 제작, 교육을 진행하며 수집, 분류, 발췌한 자료를 바탕으로 가장 기본적이면서도 빈번하게 쓰이는 시각화 패턴 31가지를 제시함. 정보의 취합, 단순화, 제거/병합 등의 단계를 거친 후 정보전달을 쉽게하기 위한 시각화 원리와 단계를 보여줌

강의/ 코칭/ 제작 분야

- 창의적 사고와 문제해결을 위한 비주얼씽킹&인포그래픽
- 보고/제안/발표를 위한 인포그래픽 프레젠테이션과 데이터시각화

강의-
정규과정
(비주얼씽킹,
데이터시각화
& 인포그래픽)

[공개과정]

한겨레문화센터(2012~2015,격월, 8H)
KG패스원(2013~2015,격월, 16H)
디큐브아카데미(2014~현재, 매월, 8H)
한국능률협회(2015~ 현재, 매월, 16H)
멀티캠퍼스(2017~현재, 분기별, 8H)

[전사정규과정]

삼성금융그룹 인재개발원 심화과정 (2014~2015,격월, 8H)
SK플래닛 심화과정(2015~2016, 격월, 8H)
코오롱인더스트리F&C부문 (2015~현재, 격월, 8H)
코웨이(2017~현재, 격월, 8H)
경기도인재개발원(2016~현재, 매월, 4H)

강의-
특강, 코칭, 실습
(보고/발표/제안,
데이터시각화&
인포그래픽)

- 한양대학교, UST, 서울교대, 이화여대, 한국기술대학교, 충남대학교, 부산과기대, 대전대학교 등 교수법/학습법
- SK가스, SK케미칼, 한화테크윈, 현대백화점그룹, CJ인재개발원, LGU+, 홈앤쇼핑, 암웨이, 현대해상보험, 라이나생명, 신한금융그룹, 삼성화재, 아이파트너즈, NSM, 메이블등
- KERIS(학술정보원), KIAT(한국산업기술진흥원), KOICA(국제협력단), 한국과학창의재단, 경기도시공사, 서울시교육연수원, 통계교육원 등

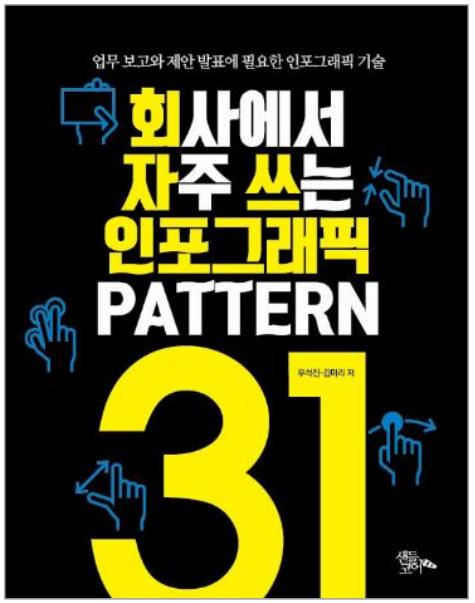
프로젝트-
보고/제안 컨설팅

삼성카드 홍보물/영업자료 컨설팅 및 리뉴얼(2017)
국가핵융합연구소 성과보고서 컨설팅 및 제작(2017)
세종대학교 교육부 사업보고/제안서 컨설팅 및 제작(2015,2016)
KDI 정기발행물 대국민 성과나눔 기획제안(2015)
EY한영 제안PT 컨설팅 및 프레젠테이션 제작(2016)

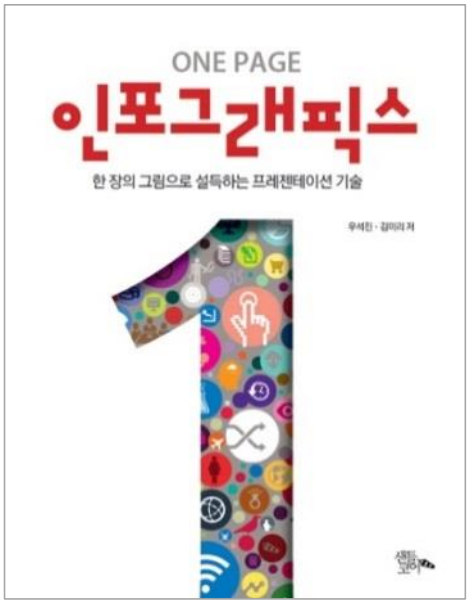
프로젝트-
프레젠테이션/
시각화/홍보물
기획 및 제작

한화그룹 조직문화진단보고서 데이터시각화 컨설팅 및 제작(2017)
문체부 보고를 위한 프레젠테이션 기획 및 제작(2013-2017)
산업부+KOTRA 해양플랜트산업 해외기업유치를 위한
홍보물 및 PT 기획 및 제작(2014)
한국전력공사 지속가능경영보고서 제작(2014,2015)
산업부+한국에너지공단 대국민전기절약 홍보물 제작(2015)
등 기타 다수

강 사 저 서



(샌들코어, 2016)



(샌들코어, 2012)