Technical Communication (Data Visualization), BS

LSTECDVBS

Do you have a flair for both analysis and artful communication? Use your full range of talents as you learn to develop data-driven insights and then communicate those insights in dynamic, visually powerful, ethical and aesthetically engaging ways. Prepare for high-demand data visualization and data scientist roles available across all industries and workplace environments.

Program description

The data visualization concentration in the BS program in technical communication prepares students for the innovative work of collecting, processing and visualizing data in clear, accurate and dynamic ways to a range of audiences.

Students learn how to structure, model, clean and correlate data. They learn myriad types of data visualizations, as well as how to develop and refine visualizations using a range of software, read and develop analytics dashboards, and communicate data-driven recommendations and findings. Students gain experience visualizing proportions, patterns over time, complex relationships and spatial data through graphics. They also learn about data visualization ethics, including how to spot misleading graphs and how to ensure the production of responsible and accurate visualizations.

At a glance

- **College/School:** College of Integrative Sciences and Arts
- **Location:** Polytechnic or Online, ASU Local

- **Second language requirement:** No
- **First required math course:** MAT 142 - College Mathematics
- **Math intensity:** General 

Required courses (Major Map)

2024 - 2025 Major Map (on-campus)
2024 - 2025 Major Map (online)
Major Map (Archives)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission requirements

General university admission requirements:
All students are required to meet general university admission requirements.
First-year | Transfer | International | Readmission

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should visit the Change of Major form for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program's ASU Online page for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with ASU Local, an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience
Studying abroad while learning about data visualization in the world of technical communication gives students an advantage in many workplaces. Understanding the global view of applied workplace communication, students become well-rounded communicators, able to utilize various print and digital information products to relate technical and specialized information. When they participate in one of the more than 300 available Global Education programs, students expand their scope of learning beyond the classroom and gain hands-on experience in different and exciting cultures.

Many of the School of Applied Professional Studies programs allow students to earn credit toward their major for their experiences studying abroad.

Career opportunities

The field of data visualization continues to grow at a rapid pace. According to Market Watch, the global data visualization industry was valued at $8.8 billion dollars in 2019, and is expected to reach $19.2 billion by 2027. Forty three percent of the market share is held in North America. Students in the program prepare for careers such as:

- communication manager
- computer and information systems manager
- data specialist or analyst
- data visualization developer
- digital designer

- big data engineer
- information architect
- market research analyst

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
Computer Systems Analyst	9.6%	$102,240
Data Analyst		$48,880
Data Management Specialist	10.0%	$134,870
Document Management Specialist	9.7%	$98,740
Market Research Analyst	13.4%	$68,230
Technical Writer	6.9%	$79,960

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Bright Outlook

Contact information

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