Technical Communication (Data Visualization), BS

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, how to develop and refine visualizations using a range of software, how to read and develop analytics dashboards, and how to communicate data-driven recommendations and findings. Students gain experience visualizing proportions, patterns over time, complex relationships, and spatial data through graphics. Lastly, 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](#)
- **Additional Program Fee:** No
- **Second Language Requirement:** No
• **First Required Math Course**: MAT 142 - College Mathematics  
• **Math Intensity**: General

**Required Courses (Major Map)**

- 2022 - 2023 Major Map (On-campus)  
- 2022 - 2023 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  
|---|---|---|---|

**Change of Major Requirements**

A current ASU student has no additional requirements for changing majors. Students should refer to [https://students.asu.edu/changingmajors](https://students.asu.edu/changingmajors) for information about how to change a major to this program.

Students should refer to [https://changemajor.apps.asu.edu](https://changemajor.apps.asu.edu) 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 description and request more information [here](https://students.asu.edu/changingmajors).

**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. Those interested may learn more about ASU Local [here](https://students.asu.edu/changingmajors).
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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

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. Students can find more information on available programs on the Global Education website at https://goglobal.asu.edu/.

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 4.51 billion dollars in 2017, and is expected to reach 7.76 billion by 2023. 37% of the market share is held in North America. Students in the program prepare for careers such as:

- communication managers
- computer and information systems managers
- data specialists or analysts
- data visualization developers
- digital designers
- big data engineers
- information architects
- market research analysts

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
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<tbody>
<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Systems Analyst</td>
<td>7.4%</td>
<td>$93,730</td>
</tr>
<tr>
<td>Data Analyst</td>
<td>6.4%</td>
<td>$50,360</td>
</tr>
<tr>
<td>Data Management Specialist</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Document Management Specialist</td>
<td>5.7%</td>
<td>$92,870</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>17.7%</td>
<td>$65,810</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>7.4%</td>
<td>$74,650</td>
</tr>
</tbody>
</table>

* 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 🌿 Green Occupation

**Contact Information**

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