Arizona State University (Polytechnic Campus)

Technical Communication (Data Visualization), BS

Study details

Course type: Bachelor's degree
Degree: Technical Communication (Data Visualization), BS LSTECDVBS
Study mode: Full time
Duration: 48 Month

Cost of study

Cost : 35 430 USD
Reg. fee : 85 USD
Scolarship :
Insurance : 2 765 USD

Intake/s

Jan/May/Aug

Requirements

Academic requirements

First-year students must:

- Have a 3.00 grade point average (GPA) (a "B" or better where "A"=4.00) from a secondary school. Some ASU programs may have higher admission or English proficiency requirements and may consider a minimum ACT or SAT score.
- Must have three years of high school coursework. (If you are currently in high school, ASU needs to see 9–11 grade coursework. If you have completed high school, ASU needs to see 10–12 grade coursework.)
- Must have and present a completed high school diploma or certificate.

Conditional admission

ASU may offer conditional undergraduate admission to international applicants to an on-campus program who meet the academic (aptitude) requirements but who are not proficient in English. This offer of conditional admission will give you time to improve your English proficiency before you start classes at ASU. Your conditional admission offer is good for up to three semesters, during which time you must meet one of these requirements to begin your ASU experience.

Competency requirements

International students who completed high school outside the U.S. are required to meet the following competency requirements:

- Math: four years (algebra I, geometry, algebra II and one course requiring algebra II as a prerequisite).

- Laboratory science: three years total (one year each from any of the following areas are accepted: biology, chemistry, earth science, integrated sciences and physics).

Provide evidence of English language proficiency (TOEFL 61)

Accommodation

Provided by partner agencies

Speciality

Also available online

Additional information

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.

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.

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

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