

# Cool Infographics Effective Communication With Data Visualization And Design By Krum Randy 2013 Paperback

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**Better Presentations** Jonathan Schwabish 2016-11-15  
Whether you are a university professor, researcher at a think tank, graduate student, or analyst at a private firm, chances are that at some point you have presented your work in front of an audience. Most of us approach this task by converting a written document into slides, but the result is often a text-heavy presentation saddled with bullet points, stock images, and graphs too complex for an audience to decipher—much less understand. Presenting is fundamentally different from writing, and with only a little more time, a little more effort, and a little more planning, you can communicate your work with force and clarity. Designed for presenters of scholarly or data-intensive content, **Better Presentations** details essential strategies for developing clear, sophisticated, and visually

captivating presentations. Following three core principles—visualize, unify, and focus—**Better Presentations** describes how to visualize data effectively, find and use images appropriately, choose sensible fonts and colors, edit text for powerful delivery, and restructure a written argument for maximum engagement and persuasion. With a range of clear examples for what to do (and what not to do), the practical package offered in **Better Presentations** shares the best techniques to display work and the best tactics for winning over audiences. It pushes presenters past the frustration and intimidation of the process to more effective, memorable, and persuasive presentations. **Visualize This** Nathan Yau 2011-06-13 Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that makes

sense to its intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of [flowingdata.com](http://flowingdata.com), Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as Rand Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.

**An Introduction to Information Design** Andy Ellison 2014-03-18 Information design is the visualization of information through graphic design. This invaluable guide provides a creative, informative, and practical introduction to the general principles of information design. With chapters on understanding the audience, structure, legibility and readability, selection of media, experimentation, and multi-platform delivery, *An Introduction to Information Design* gives a complete

overview of this fundamental aspect of visual communication. Fully illustrated case studies from leading designers provide professional insight into the challenges involved in creating information design for print, interactive, and environmental media. Practical exercises and tips enable the reader to put this learning into practice. This makes it the perfect book for graphic design students as well as design enthusiasts.

**Communicating Data with Tableau** Ben Jones 2014-06-16 Go beyond spreadsheets and tables and design a data presentation that really makes an impact. This practical guide shows you how to use Tableau Software to convert raw data into compelling data visualizations that provide insight or allow viewers to explore the data for themselves. Ideal for analysts, engineers, marketers, journalists, and researchers, this book describes the principles of communicating data and takes you on an in-depth tour of common visualization methods. You'll learn how to craft articulate and creative data visualizations with Tableau Desktop 8.1 and Tableau Public 8.1. Present comparisons of how much and how many Use blended data sources to create ratios and rates Create charts to depict proportions and percentages Visualize measures of mean, median, and mode Learn how to deal with variation and uncertainty Communicate multiple quantities in the same view Show how quantities and events change over time Use maps to communicate positional data Build dashboards to combine several visualizations

**Information is Beautiful** David McCandless 2009 A visual guide to the way the world really works Every day, every hour, every minute we are bombarded by information - from television, from newspapers, from the internet, we're steeped in it, maybe even lost in it. We need a

new way to relate to it, to discover the beauty and the fun of information for information's sake. No dry facts, theories or statistics. Instead, Information is Beautiful contains visually stunning displays of information that blend the facts with their connections, their context and their relationships - making information meaningful, entertaining and beautiful. This is information like you have never seen it before - keeping text to a minimum and using unique visuals that offer a blueprint of modern life - a map of beautiful colour illustrations that are tactile to hold and easy to flick through but intriguing and engaging enough to study for hours.

**The Best American Infographics 2016** Gareth Cook 2016-10-04 "When it comes to infographics...the best work in this field grabs those eyes, keeps them glued, and the grip is sensual—and often immediate. A good graphic says 'See what I see!' and either you do or you don't. The best ones...pull you right in, and won't let you go." —From the introduction by Robert Krulwich The year's most "awesome" (RedOrbit) infographics reveal aspects of our world in often startling ways—from a haunting graphic mapping the journey of 15,790 slave ships over 315 years, to a yearlong data drawing project on postcards that records and cements a trans-Atlantic friendship. The Best American Infographics 2016 covers the realms of social issues, health, sports, arts and culture, and politics—including crisp visual data on the likely Democratic/Republican leanings of an array of professions (proving that your urologist is far more likely to be a Republican than your pediatrician). Here once again are the most innovative print and electronic infographics—"the full spectrum of the genre—from authoritative to playful" (Scientific American). ROBERT

KRULWICH is the cohost of Radiolab and a science correspondent for NPR. He writes, draws, and cartoons at Curiously Krulwich, where he synthesizes scientific concepts into colorful, one-of-a-kind blog posts. He has won several Emmy awards for his work on television, and has been called "the most inventive network reporter in television" by TV Guide.

**Head First Data Analysis** Michael Milton 2009-07-24 A guide for data managers and analyzers shares guidelines for identifying patterns, predicting future outcomes, and presenting findings to others; drawing on current research in cognitive science and learning theory while covering such additional topics as assessing data quality, handling ambiguous information, and organizing data within market groups. Original.

Playful Data Wang Shaoqiang 2018 Playful Data features some of the most brilliant illustrative infographic projects from gifted graphic designers, illustrators, artists, and scientists worldwide.

**Library Resources & Technical Services** 1993

**How Charts Lie: Getting Smarter about Visual Information** Alberto Cairo 2019-10-15 A leading data visualization expert explores the negative—and positive—influences that charts have on our perception of truth. We've all heard that a picture is worth a thousand words, but what if we don't understand what we're looking at? Social media has made charts, infographics, and diagrams ubiquitous—and easier to share than ever. We associate charts with science and reason; the flashy visuals are both appealing and persuasive. Pie charts, maps, bar and line graphs, and scatter plots (to name a few) can better inform us, revealing patterns and trends hidden behind the numbers we encounter in our lives. In short, good charts make us smarter—if we know how to read them.

However, they can also lead us astray. Charts lie in a variety of ways—displaying incomplete or inaccurate data, suggesting misleading patterns, and concealing uncertainty—or are frequently misunderstood, such as the confusing cone of uncertainty maps shown on TV every hurricane season. To make matters worse, many of us are ill-equipped to interpret the visuals that politicians, journalists, advertisers, and even our employers present each day, enabling bad actors to easily manipulate them to promote their own agendas. In *How Charts Lie*, data visualization expert Alberto Cairo teaches us to not only spot the lies in deceptive visuals, but also to take advantage of good ones to understand complex stories. Public conversations are increasingly propelled by numbers, and to make sense of them we must be able to decode and use visual information. By examining contemporary examples ranging from election-result infographics to global GDP maps and box-office record charts, *How Charts Lie* demystifies an essential new literacy, one that will make us better equipped to navigate our data-driven world.

**Salary Tutor** Jim Hopkinson 2011-04-01 Jim Hopkinson details a novel way to get the the raise you deserve. Using these ten steps, you will be able to confidently and effectively negotiate your salary. With helpful tips and questions throughout, this book gives readers the tools to conquer "the evil HR lady." While other books or websites might list a few standard bullet points on the subject from an expert in the HR field, Jim takes a "novel approach," weaving interesting stories, case studies, graphs, humor, and personal experience to make the topic come alive. The book also educates the reader on: Discovering the two simple - but vital - questions you need to answer for success Harnessing your social

media network to gather valuable information Mastering successful FBI negotiation techniques to your advantage Creating a one-of-a-kind document to secure the highest salary range Using Jim's "Right back at Ya" Method to regain control of an interview

**Data Points** Nathan Yau 2013-03-25 A fresh look at visualization from the author of *Visualize This* Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In *Data Points: Visualization That Means Something*, author Nathan Yau presents an intriguing complement to his bestseller *Visualize This*, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of *Visualize This* and creator of [flowingdata.com](http://flowingdata.com), with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with *Data Points: Visualization That Means Something*.

**Communicating with Data Visualisation** Adam Frost 2021-11-03 How can you transform a spreadsheet of numbers into a clear, compelling story that your audience will want to pass on? This book is a step-by-

step guide to bringing data to life through visualisations, from static charts and maps to interactive infographics and motion graphics. Introducing a four-step framework to creating engaging and innovative visualisations, it helps you to:

- Find the human stories in your datasets
- Design a visual story that will resonate with your audience
- Make a clear, persuasive visual that represents your data truthfully
- Refine your work to ensure your visual expresses your story in the best possible way.

This book also includes a portfolio of best-practice examples and annotated templates to help you choose the right visual for the right audience, and repurpose your work for different contexts.

School Library Infographics Peggy Milam Creighton

2015-03 Find out how you can increase the impact of your school library instruction, promotion, and organization with the utilization of infographics created with do-it-yourself tips found within this guidebook.

*Better Data Visualizations* Jonathan Schwabish 2021-02-09

Now more than ever, content must be visual if it is to travel far. Readers everywhere are overwhelmed with a flow of data, news, and text. Visuals can cut through the noise and make it easier for readers to recognize and recall information. Yet many researchers were never taught how to present their work visually. This book details essential strategies to create more effective data visualizations. Jonathan Schwabish walks readers through the steps of creating better graphs and how to move beyond simple line, bar, and pie charts. Through more than five hundred examples, he demonstrates the do's and don'ts of data visualization, the principles of visual perception, and how to make subjective style decisions around a chart's design. Schwabish surveys

more than eighty visualization types, from histograms to horizon charts, ridgeline plots to choropleth maps, and explains how each has its place in the visual toolkit. It might seem intimidating, but everyone can learn how to create compelling, effective data visualizations. This book will guide you as you define your audience and goals, choose the graph that best fits for your data, and clearly communicate your message.

**Designing Data Visualizations** Noah Iliinsky 2011-09-16

Data visualization is an efficient and effective medium for communicating large amounts of information, but the design process can often seem like an unexplainable creative endeavor. This concise book aims to demystify the design process by showing you how to use a linear decision-making process to encode your information visually. Delve into different kinds of visualization, including infographics and visual art, and explore the influences at work in each one. Then learn how to apply these concepts to your design process. Learn data visualization classifications, including explanatory, exploratory, and hybrid Discover how three fundamental influences—the designer, the reader, and the data—shape what you create Learn how to describe the specific goal of your visualization and identify the supporting data Decide the spatial position of your visual entities with axes Encode the various dimensions of your data with appropriate visual properties, such as shape and color See visualization best practices and suggestions for encoding various specific data types

**The Best American Infographics 2014** Gareth Cook

2014-10-07 Year two of this fresh, timely, beautiful addition to the Best American series, introduced by Nate Silver The rise of infographics across virtually all print and electronic media reveals patterns in our lives

and worlds in fresh and surprising ways. As we find ourselves in the era of big data, where information moves faster than ever, infographics provide us with quick, often influential bursts of art and knowledge – to digest, tweet, share, go viral. Best American Infographics 2014 captures the finest examples, from the past year, of this mesmerizing new way of seeing and understanding our world. Guest introducer Nate Silver brings his unparalleled expertise and lively analysis to this visually compelling new volume.

*Effective Data Visualization* Stephanie D. H. Evergreen 2019-04-03 NOW IN FULL COLOR! Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, *Effective Data Visualization* shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints—supported by both research and the author’s extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen’s humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel, and an entirely new chapter on Sharing Your Data With the World, which provides advice on using dashboards. New from Stephanie Evergreen! *The Data Visualization Sketchbook* provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats.

*Bundle Effective Data Visualization, 2e, and The Data Visualization Sketchbook*, using ISBN 978-1-5443-7178-8! **The Visual Miscellaneum** David McCandless 2014-10-21 *The Visual Miscellaneum* is a unique, groundbreaking look at the modern information age, helping readers make sense of the countless statistics and random facts that constantly bombard us. Using cutting edge graphs, charts, and illustrations, David McCandless creatively visualizes the world's surprising relationships and compelling data, covering everything from the most pleasurable guilty pleasures to how long it takes different condiments to spoil to world maps of Internet search terms.

*Cool Infographics* Randy Krum 2013-10-18 Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool

Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

**Good Charts** Scott Berinato 2016-04-26 Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What’s more, building good charts is quickly becoming a need-to-have skill for managers. If you’re not doing it, other managers are, and they’re getting noticed for it and getting credit for contributing to your company’s success. In *Good Charts*, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. *Good Charts* will help you turn plain,

uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

*Data Visualization For Dummies* Michael Alexander 2014-01-21 Provides information on effectively analyzing and displaying data.

**Killer Visual Strategies** Amy Balliett 2020-06-05 Discover the foundation, power, and necessity of visual communication with this essential guide Visual communication has changed. It’s gone from being an optional medium for relaying information to an important method for building connections and increasing understanding. We now use visual storytelling to help us establish and strengthen relationships, engage distracted audiences, and bring clarity to complexity. *Killer Visual Strategies* examines how visual communication has transformed how brands connect with their customers and colleagues alike. It looks at the growing audience demand for quality visual content and how organizations must meet this demand or risk being left behind. *Killer Visual Strategies* traces the history of visual communication and explores why it now plays an integral role in our daily lives. As Amy Balliett tells the story of this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality (AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book’s topics can benefit readers in a range of professions where visual content is now vital to sharing a message. Learn best practices for visual communication Gain inspiration

from countless visual examples Stay on top of the latest trends in visual communication Understand visual communication for marketing, sales, design, HR, and more Killer Visual Strategies provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

Data-Driven Storytelling Nathalie Henry Riche 2018-03-28 This book presents an accessible introduction to data-driven storytelling. Resulting from unique discussions between data visualization researchers and data journalists, it offers an integrated definition of the topic, presents vivid examples and patterns for data storytelling, and calls out key challenges and new opportunities for researchers and practitioners.

*Interaction Design* Jamie Steane 2018-01-25 Interaction Design explores common pitfalls, effective workflows and innovative development techniques in contemporary interaction design by tracking projects from initial idea to the critical and commercial reception of the finished project. The book is divided into six chapters, each focusing on different aspects of the interaction design industry. Exploring design projects from around the world, the authors include examples of the processes and creative decisions behind: – Apps, games and websites – Responsive branding – Complex, large-scale services – Interactive museum installations – Targeted promotions – Digital products which influence real-world situations Each case study includes behind-the-scenes development design work, interviews with key creatives and workshop projects to help you start implementing the techniques and working practices discussed in your own interaction design projects. From immersive tourist experiences, to apps which make day-to-day life easier, the detailed coverage of the design process shows how

strategists, creatives and technologists are working with interactive technologies to create the engaging projects of the future.

**An Answer for Everything** Delayed Gratification 2021-10-28 What's the best book ever written? What would happen if we all stopped eating meat? What's the secret to living past 110? And what actually is the best thing since sliced bread? In An Answer For Everything, 200 of the world's most intriguing questions are settled once and for all through beautiful and brilliant infographics. The results will leave you shocked, informed and thoroughly entertained. Created by the team behind the award-winning Delayed Gratification magazine, these compelling, darkly funny data visualisations will change the way you think about ... everything

**The Truthful Art** Alberto Cairo 2016-02-08 No matter what your actual job title, you are—or soon will be—a data worker. Every day, at work, home, and school, we are bombarded with vast amounts of free data collected and shared by everyone and everything from our co-workers to our calorie counters. In this highly anticipated follow-up to The Functional Art—Alberto Cairo's foundational guide to understanding information graphics and visualization—the respected data visualization professor explains in clear terms how to work with data, discover the stories hidden within, and share those stories with the world in the form of charts, maps, and infographics. In The Truthful Art, Cairo transforms elementary principles of data and scientific reasoning into tools that you can use in daily life to interpret data sets and extract stories from them. The Truthful Art explains: • The role infographics and data visualization play in our world • Basic principles of data and scientific reasoning that anyone can master • How to

become a better critical thinker • Step-by-step processes that will help you evaluate any data visualization (including your own) • How to create and use effective charts, graphs, and data maps to explain data to any audience The Truthful Art is also packed with inspirational and educational real-world examples of data visualizations from such leading publications as The New York Times, The Wall Street Journal, Estado de São Paulo (Brazil), Berliner Morgenpost (Germany), and many more.

*The Power of Infographics* Mark Smiciklas 2012 Need to overcome information overload and get your message across? Infographics are your secret weapon. Using them, you can deliver knowledge and ideas visually, so your audiences can understand them quickly - and take action. In *The Power of Infographics*, Mark Smiciklas helps you understand how to leverage the use of powerful infographics: visual representations capable of transforming complex data or concepts into intuitive, instant knowledge. Writing from a business perspective, Smiciklas reveals how to use infographics both inside and outside the organization: to build brands, make sales, serve clients, align teams behind new strategies, and more. This straightforward, visual, common-sense based book explains: \* What infographics are, and why they work so well \* How to visualize statistical data, business processes, time, geography, lists, relationships, and concepts \* How to communicate the "personal" through infographics \* Best practices for observation, processing ideas, creating highly effective infographics, and publishing them \* How to plan for and measure the ROI of infographics \* And much more...

**Infographics Designers' Sketchbooks** Steven Heller 2014-10-14 We are living in a golden age of data

visualization, in which designers are responding to the information overload of our digital era with astonishing feats of visual thinking. Using a wide variety of techniques, they transform complex ideas into clear, engaging, and memorable infographics. In recent years, books and websites have been collecting the field's best. While stimulating, these finished projects offer little insight into how visual solutions were reached, making them of limited use to designers wanting to produce work of their own. In *Infographic Designers' Sketchbooks*, more than fifty of the world's leading graphic designers and illustrators open up their private sketchbooks to offer a rare glimpse of their creative processes. Emphasizing idea-generating methods—from doodles and drawings to three-dimensional and digital mock-ups—this revelatory collection is the first to go inside designers' studios to reveal the art and craft behind infographic design.

*Infographics For Dummies* Justin Beegel, MBA 2014-06-10 Create stunning infographics with this hands-on guide *Infographics For Dummies* is a comprehensive guide to creating data visualization with viral appeal. Written by the founder of Infographic World, a New York City based infographic agency, and his top designers, the book focuses on the how-to of data, design, and distribution to create stunning, shareable infographics. Step-by-step instruction allows you to handle data like a pro, while creating eye-catching graphics with programs like Adobe Illustrator and Photoshop. The book walks you through the different types of infographics, explaining why they're so effective, and when they're appropriate. Ninety percent of the information transmitted to your brain is visual, so it's important to tickle the optic nerves to get people excited about

your data. Infographics do just that. Much more exciting than a spreadsheet, infographics can add humor, interest, and flash while imparting real information. Putting your data in graphic form makes it more likely to be shared via Twitter, Facebook, Pinterest, and other social media sites, and the visual interest makes it less likely to be ignored. *Infographics For Dummies* provides a tried-and-true method for creating infographics that tell a story and get people excited. Topics include: Talking to clients about the data Discovering trends, outliers, and patterns Designing with mood boards and wireframes Launching and promoting your infographic The book, written by Justin Beegel, MBA, founder of Infographic World, Inc., describes the elements of a successful infographic, and stresses the must-have ingredients that get your data noticed. Humans are visual creatures, telling stories in a visual way. In today's world filled with data and messaging, an infographic is one of the best ways to get your point across.

Info We Trust RJ Andrews 2019-01-03 How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating *Info We Trust* is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts – but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos

of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation – what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. *Info We Trust* is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways. This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world. *Info We Trust* takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. *Info We Trust* is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.

**Cool Infographics** Randy Krum 2013-10-28 Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating

infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

*Cool Infographics* Randy Krum 2013-10-23 Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores

the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

Design for Information Isabel Meirelles 2013-10-01 The visualization process doesn't happen in a vacuum; it is grounded in principles and methodologies of design, cognition, perception, and human-computer-interaction that are combined to one's personal knowledge and creative experiences. Design for Information critically examines other design solutions –current and historic– helping you gain a larger understanding of how to solve specific problems. This book is designed to help you foster the development of a repertoire of existing methods and concepts to help you overcome design problems. Learn the ins and outs of data visualization with this informative book that provides you with a series of current visualization case studies. The visualizations discussed are analyzed for their design principles and methods, giving you valuable critical and analytical tools to further develop your design process. The case study format of this book is perfect for discussing the histories, theories and best practices in the field through real-world, effective visualizations. The selection represents a fraction of effective visualizations that we encounter in this burgeoning field, allowing you the opportunity to extend your study to other solutions in your specific field(s) of practice. This book is also helpful to students in other disciplines who are involved with visualizing

information, such as those in the digital humanities and most of the sciences.

*Infographics* Jason Lankow 2012-09-21 Transform your marketing efforts through the power of visual content In today's fast-paced environment, you must communicate your message in a concise and engaging way that sets it apart from the noise. Visual content—such as infographics and data visualization—can accomplish this. With DIY functionality, *Infographics: The Power of Visual Storytelling* will teach you how to find stories in your data, and how to visually communicate and share them with your audience for maximum impact. *Infographics* will show you the vast potential to using the communication medium as a marketing tool by creating informative and shareable infographic content. Learn how to explain an object, idea, or process using strong illustration that captures interest and provides instant clarity Discover how to unlock interesting stories (in previously buried or boring data) and turn them into visual communication that will help build brands and increase sales Use the power of visual content to communicate with and engage your audience, capture attention, and expand your market.

**Storytelling with Data** Cole Nussbaumer Knaflic 2015-10-09 Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. *Storytelling* is not an inherent skill, especially when it comes to data visualization,

and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—*Storytelling with Data* will give you the skills and power to tell it! [The Functional Art](#) Alberto Cairo 2012-08-22 Unlike any time before in our lives, we have access to vast amounts of free information. With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you'll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new insights into the complex world around us. Regardless of the kind of data you're working with—business, science, politics, sports, or even your own personal finances—this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new

things from it. You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including Condé Nast Traveler's John Grimwade, National Geographic Magazine's Fernando Baptista, The New York Times' Steve Duenes, The Washington Post's Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers. The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as "functional art" rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

On the DVD-ROM: In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful

information graphics from The New York Times and National Geographic magazine with sketches and images not shown in the book. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

*The Infographic* Murray Dick 2020-04-21 An exploration of infographics and data visualization as a cultural phenomenon, from eighteenth-century print culture to today's data journalism. Infographics and data visualization are ubiquitous in our everyday media diet, particularly in news—in print newspapers, on television news, and online. It has been argued that infographics are changing what it means to be literate in the twenty-first century—and even that they harmonize uniquely with human cognition. In this first serious exploration of the subject, Murray Dick traces the cultural evolution of the infographic, examining its use in news—and resistance to its use—from eighteenth-century print culture to today's data journalism. He identifies six historical phases of infographics in popular culture: the proto-infographic, the classical, the improving, the commercial, the ideological, and the professional. Dick

describes the emergence of infographic forms within a wider history of journalism, culture, and communications, focusing his analysis on the UK. He considers their use in the partisan British journalism of late eighteenth and early nineteenth-century print media; their later deployment as a vehicle for reform and improvement; their mass-market debut in the twentieth century as a means of explanation (and sometimes propaganda); and their use for both ideological and professional purposes in the post-World War II marketized newspaper culture. Finally, he proposes best practices for news infographics and defends infographics and data visualization against a range of criticism. Dick offers not only a history of how the public has experienced and understood the infographic, but also an account of what data visualization can tell us about the past.

*Data Fluency* Zach Gemignani 2014-10-10 A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let *Data Fluency: Empowering Your Organization with Effective Communication* show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing

take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at [juiceanalytics.com](http://juiceanalytics.com) Written by well-known and highly esteemed authors in the data presentation community *Data Fluency: Empowering Your Organization with Effective Communication* focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use *Data Fluency* today to develop the skills necessary to turn data into effective displays for decision-making.

Numbersense: How to Use Big Data to Your Advantage Kaiser Fung 2013-07-12 How to make simple sense of complex statistics--from the author of *Numbers Rule Your World* We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not. Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data. The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations. In *Numbersense*, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data "experts"--and when you

should say, "Wait . . . what?" He delves deeply into a wide range of topics, offering the answers to important questions, such as: How does the college ranking system really work? Can an obesity measure solve America's biggest healthcare crisis? Should you trust current unemployment data issued by the government? How do you improve your fantasy sports team? Should you worry about businesses that track your data? Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there.

Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes off in your head when something just doesn't seem to add up. Praise for Numbersense "Numbersense correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned--in short, a great way to acquire your own sense

of numbers!" Thomas H. Davenport, coauthor of *Competing on Analytics* and President's Distinguished Professor of IT and Management, Babson College "Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now." Avinash Kaushik, Digital Marketing Evangelist, Google, and author, *Web Analytics 2.0* "Each story in Numbersense goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning." John Sall, Executive Vice President, SAS Institute "Kaiser Fung breaks the bad news--a ton more data is no panacea--but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need Numbersense." Eric Siegel, founder, Predictive Analytics World, and author, *Predictive Analytics* "I laughed my way through this superb-useful-fun book and learned and relearned a lot. Highly recommended!" Tom Peters, author of *In Search of Excellence*