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

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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. 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.
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.

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 Infographic Design Sandu 2020-07-21 Infographics and data visualization are graphic visual representations of information, data or knowledge intended to present information quickly, easily and clearly to the masses. This title will explore the basic knowledge of infographics and data visualization by explicating its history and the major types used. Fifteen well-selected masters and talents on data visualization will share their work in the book and tell us more about how they meet and handle information and data. It will serve as a great book for information designers and common readers who like visualizing information and analyzing data.

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 Accidental Analyst Eileen Mcdaniel 2012-10-01 The Accidental Analyst: Show Your Data Who's Boss Are you drowning in a sea of data? Would you like to take control of your data and analysis to quickly answer your business questions and make critical decisions? Do you want to confidently present results and solutions to your managers, colleagues and clients? If so, The Accidental Analyst is for you! Although you didn't plan for a career as a data analyst, you're now in a position where you have to analyze data to be successful. Whether you've been working with data for a few years or are just getting started, you can learn how to analyze your data to find answers to real-world questions. Using illustrated examples, we'll walk you through a clear, step-by-step framework that we call The Seven C's of Data Analysis. Read this book for inspiration, ideas and confidence to begin tackling the problems you face at work. Keep it by your desk as a reference on how to organize, analyze and display your data. Don't worry, you can continue to use your favorite spreadsheet or

data analysis software—this information is not tied to any particular application. Throughout the book, we also include expert tips, tricks, and shortcuts that took years of analyzing data to discover and understand! Please visit us at www.AccidentalAnalyst.com for articles, our free newsletter and upcoming training events. Quotes This is a wonderful book, filled with practical advice. Business people who are struggling to make sense of their data will find it accessible and directly applicable to their work— a great resource for building analytical prowess. Stephen Few, best-selling author of "Show Me the Numbers" and "Now You See It" Finally, a book that clearly explains the fundamentals of business analytics! I wish that I had this book at the start of my career as a data analyst. Tim Latendress, Financial Analyst This book is an amazing resource for regular business people who want to make sense of their data and take charge of their business! It provides simple yet comprehensive coverage of business analytics. Diego Saenz, President, Petplace and former CIO of Pepsi Latin America Authors Eileen McDaniel, PhD, is Co-Founder and Managing Partner of Freakalytics, LLC, specializing in analytical training and short-term projects that empower people to get the most out of their data and take decisive action to solve problems in their daily work. She is co-author of Rapid Graphs with Tableau Software 7 and the Rapid Dashboards Reference Card, also available as a mobile app, and leads the development of course training materials. Working in both scientific research and business, Eileen realized that business analysts needed a formal, step-by-step method similar to the one scientists use to collect and analyze their data. This inspired her to develop the seven-step framework for data analysis found in The Accidental Analyst. Stephen McDaniel is passionate about helping

people understand, present and take action with their data. He is co-author of multiple books and courses including SAS® for Dummies and Rapid Graphs with Tableau Software 7. Stephen has been on the Faculty of The American Marketing Association and The Data Warehouse Institute and is currently Director of Analytic Product Management at Tableau Software and Principal Analyst at Freakalytics, LLC.

Data Fluency Zach Gemignani 2014-11-03 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 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.

PowerPoint 2019 For Dummies Doug Lowe 2018-10-16 Get up and running fast with the PowerPoint 2019 PowerPoint continues to be the go-to tool for business presentations. The software helps anyone who needs to communicate clearly by creating powerful and effective slideshow presentations featuring data in the form of charts, clip art, sound, and video. You can even use it to create presentations for the Web. In PowerPoint 2019 For Dummies, expert Doug Lowe shows you how to use this popular tool to make show-stopping presentations that will get your message across — and your audience excited. Create a slide presentation with special effects Work with master slides and templates Collaborate with other users in the cloud Add charts, clip art, sound, and video Want to learn to use PowerPoint quickly and efficiently? Look no further!

Design for Hackers David Kadavy 2011-08-08 Discover the techniques behind beautiful design by deconstructing designs to understand them The term 'hacker' has been redefined to consist of anyone who has an insatiable curiosity as to how things work—and how they can try to make them better. This book is aimed at hackers of all skill levels and explains the classical principles and techniques behind beautiful designs by deconstructing those designs in order to understand what makes them so remarkable. Author and designer David Kadavy

provides you with the framework for understanding good design and places a special emphasis on interactive mediums. You'll explore color theory, the role of proportion and geometry in design, and the relationship between medium and form. Packed with unique reverse engineering design examples, this book inspires and encourages you to discover and create new beauty in a variety of formats. Breaks down and studies the classical principles and techniques behind the creation of beautiful design Illustrates cultural and contextual considerations in communicating to a specific audience Discusses why design is important, the purpose of design, the various constraints of design, and how today's fonts are designed with the screen in mind Dissects the elements of color, size, scale, proportion, medium, and form Features a unique range of examples, including the graffiti in the ancient city of Pompeii, the lack of the color black in Monet's art, the style and sleekness of the iPhone, and more By the end of this book, you'll be able to apply the featured design principles to your own web designs, mobile apps, or other digital work.

Interactive Data Visualization for the Web Scott Murray 2013-03-11 Author Scott Murray teaches you the fundamental concepts and methods of D3, a JavaScript library that lets you express data visually in a web browser.

Business Dashboards Nils H. Rasmussen 2009-03-27 Focusing on designing the right dashboards for use in an organization, this timely, full color book reveals how to successfully deploy dashboards by building the optimal software architecture and dashboard design. In addition, it describes the value of this popular technology to a business and how it can have a significant impact on performance improvement. A unique collection of more than 120

dashboard images are organized by category. One of the chapters provides a step-by-step description of the key performance indicator (KPIs) design process. One of the appendices contains more than 1,000 examples of KPIs to help design the content of dashboards. The book also describes all the steps in a dashboard implementation and offers related advice. Nils Rasmussen (West Hollywood, CA) is cofounder and Principal of Solver, Inc. Claire Y. Chen (Long Beach, CA) is a Senior Business Intelligence Architect at Solver, Inc. Manish Bansal (Irvine, CA) is Vice President of Sales at Solver, Inc.

Designing Information Joel Katz 2012-08-20 "The book itself is a diagram of clarification, containing hundredsof examples of work by those who favor the communication ofinformation over style and academic postulation—and those whodon't. Many blurbs such as this are written without a thoroughreading of the book. Not so in this case. I read it and love it. Isuggest you do the same." —Richard Saul Wurman "This handsome, clearly organized book is itself a prime exampleof the effective presentation of complex visual information." —eg magazine "It is a dream book, we were waiting for…on the field ofinformation. On top of the incredible amount of presented knowledgethis is also a beautifully designed piece, very easy tofollow…" —Krzysztof Lenk, author of Mapping Websites:Digital Media Design "Making complicated information understandable is becoming thecrucial task facing designers in the 21st century. WithDesigning Information, Joel Katz has created what willsurely be an indispensable textbook on the subject." —Michael Bierut "Having had the pleasure of a sneak preview, I can only say thatthis is a magnificent achievement: a combination of intelligenttext, fascinating insights and - oh yes - graphics.

Congratulationsto Joel." —Judith Harris, author of Pompeii Awakened: A Storyof Rediscovery Designing Information shows designers in all fields -from user-interface design to architecture and engineering - how todesign complex data and information for meaning, relevance, andclarity. Written by a worldwide authority on the visualization ofcomplex information, this full-color, heavily illustrated guideprovides real-life problems and examples as well as hypotheticaland historical examples, demonstrating the conceptual and pragmaticaspects of human factors-driven information design. Both successfuland failed design examples are included to help readers understandthe principles under discussion. 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.

Cool Infographics Randy Krum 2013-10-18 Make information memorable with creative visual designtechniques Research shows that visual information is more quickly andeasily

understood, and much more likely to be remembered. Thisinnovative book presents the design process and the best softwaretools for creating infographics that communicate. Including aspecial section on how to construct the increasingly popularinfographic resume, the book offers graphic designers, marketers,and business professionals vital information on the most effectiveways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating greatinfographics Covers online infographics used for marketing, including socialmedia and search engine optimization (SEO) Shows how to market your skills with a visual, infographicresume Explores the many internal business uses of infographics,including board meeting presentations, annual reports, consumerresearch statistics, marketing strategies, business plans, andvisual explanations of products and services to your customers With Cool Infographics, you'll learn to createinfographics to successfully reach your target audience and tellclear stories with your data.

Visualize This Nathan Yau 2011-06-13 Practical data design tips from a data visualization expert ofthe modern age Data doesn?t decrease; it is ever-increasing and can beoverwhelming to organize in a way that makes sense to its intendedaudience. Wouldn?t it be wonderful if we could actually visualizedata in such a way that we could maximize its potential and tell astory in a clear, concise manner? Thanks to the creative genius ofNathan Yau, we can. With this full-color book, data visualizationguru and author Nathan Yau uses step-by-step tutorials to show youhow to visualize and tell stories with data. He explains how togather, parse, and format data and then design high qualitygraphics that help you explore

and present patterns, outliers, andrelationships. Presents a unique approach to visualizing and telling storieswith data, from a data visualization expert and the creator offlowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips forcreating statistical graphics, geographical maps, and informationdesign to find meaning in the numbers Details tools that can be used to visualize data-nativegraphics 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 andoutliers and explains how to show them Visualize This demonstrates how to explain data visually so thatyou can present your information in a way that is easy tounderstand and appealing.

Visual Design of GraphQL Data Thomas Frisendal 2018-09-08 Get an introduction to the visual design of GraphQL data and concepts, including GraphQL structures, semantics, and schemas in this compact, pragmatic book. In it you will see simple guidelines based on lessons learned from real-life data discovery and unification, as well as useful visualization techniques. These in turn help you improve the quality of your API designs and give you the skills to produce convincing visual communications about the structure of your API designs. Finally, Visual Design of GraphQL Data shows you how to handle GraphQL with legacy data as well as with Neo4j graph databases. Spending time on schema quality means that you will work from sharper definitions, which in turn leads to greater productivity and well-structured applications. What You Will LearnCreate quality GraphQL data designs Avoid structural mistakes Draw highly communicative property graph diagrams of your APIs Who

This Book Is For Web developers and data architects who work with GraphQL and other APIs to build modern applications.

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 Wall Street Journal Guide to Information Graphics Dona M. Wong 2013 An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint.

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, 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.

Storytelling with Data Cole Nussbaumer Knaflic 2015-11-02 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!

Infographics Jason Lankow 2012-09-21 Transform your marketing efforts through the power of visualcontent In today's fast-paced environment, you must communicate yourmessage in a concise and engaging way that sets it apart from thenoise. Visual content—such as infographics and datavisualization—can accomplish this. With DIY functionality,Infographics: The Power of Visual Storytelling will teachyou how to find stories in your data, and how to visuallycommunicate and share them with your audience for maximumimpact. Infographics will show you the vast potential to usingthe communication medium as a marketing tool by creatinginformative and shareable infographic content. Learn how to explain an object, idea, or process using strongillustration that captures interest and provides instantclarity Discover how to unlock interesting stories (in previouslyburied or boring data) and turn them into visual communicationsthat will help build brands and increase sales Use the power of visual

content to communicate with and engageyour audience, capture attention, and expand your market.

Visual Thinking Colin Ware 2010-07-27 Visual Thinking brings the science of perception to the art of design. Designers increasingly need to present information in ways that aid their audience's thinking process. Fortunately, results from the relatively new science of human visual perception provide valuable guidance. In this book, Colin Ware takes what we now know about perception, cognition, and attention and transforms it into concrete advice that designers can directly apply. He demonstrates how designs can be considered as tools for cognition – extensions of the viewer's brain in much the same way that a hammer is an extension of the user's hand. The book includes hundreds of examples, many in the form of integrated text and full-color diagrams. Experienced professional designers and students alike will learn how to maximize the power of the information tools they design for the people who use them. Presents visual thinking as a complex process that can be supported in every stage using specific design techniques Provides practical, task-oriented information for designers and software developers charged with design responsibilities Includes hundreds of examples, many in the form of integrated text and full-color diagrams Steeped in the principles of "active vision, which views graphic designs as cognitive tools

Visual Journalism Javier Errea 2017-09-25 As the world grows more complex, some of the best stories are told through visuals - infographics. From election results to catastrophes to wars to scientific discoveries: the stream of data we are exposed to daily becomes ever more complicated. Infographics help make sense of it, transforming difficult to grasp facts

and figures into accessible visualizations. Print media are increasingly making successful use of them. Visual Journalism reveals the masters of this discipline and their finest works. The portraits of studios and individuals within this compendium illustrate how the world of infographics continues to evolve as it informs data and graphic trends. A visual revolution showcases the myriad possibilities of non-verbal communication.

Data Analysis and Visualization Using Python Dr. Ossama Embarak 2018-11-20 Look at Python from a data science point of view and learn proven techniques for data visualization as used in making critical business decisions. Starting with an introduction to data science with Python, you will take a closer look at the Python environment and get acquainted with editors such as Jupyter Notebook and Spyder. After going through a primer on Python programming, you will grasp fundamental Python programming techniques used in data science. Moving on to data visualization, you will see how it caters to modern business needs and forms a key factor in decision-making. You will also take a look at some popular data visualization libraries in Python. Shifting focus to data structures, you will learn the various aspects of data structures from a data science perspective. You will then work with file I/O and regular expressions in Python, followed by gathering and cleaning data. Moving on to exploring and analyzing data, you will look at advanced data structures in Python. Then, you will take a deep dive into data visualization techniques, going through a number of plotting systems in Python. In conclusion, you will complete a detailed case study, where you'll get a chance to revisit the concepts you've covered so far. What You Will LearnUse Python programming techniques for data science Master data collections in Python Create

engaging visualizations for BI systems Deploy effective strategies for gathering and cleaning data Integrate the Seaborn and Matplotlib plotting systems Who This Book Is For Developers with basic Python programming knowledge looking to adopt key strategies for data analysis and visualizations using Python.

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 Lean 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

Data Sketches Nadieh Bremer 2021-02-09 In Data Sketches, Nadieh Bremer and Shirley Wu document the deeply creative process behind 24 unique data visualization projects, and they combine this with powerful technical insights which reveal the mindset behind coding creatively. Exploring 12 different themes – from the Olympics to Presidents & Royals and

from Movies to Myths & Legends – each pair of visualizations explores different technologies and forms, blurring the boundary between visualization as an exploratory tool and an artform in its own right. This beautiful book provides an intimate, behind-the-scenes account of all 24 projects and shares the authors' personal notes and drafts every step of the way. The book features: Detailed information on data gathering, sketching, and coding data visualizations for the web, with screenshots of works-in-progress and reproductions from the authors' notebooks Never-before-published technical write-ups, with beginner-friendly explanations of core data visualization concepts Practical lessons based on the data and design challenges overcome during each project Full-color pages, showcasing all 24 final data visualizations This book is perfect for anyone interested or working in data visualization and information design, and especially those who want to take their work to the next level and are inspired by unique and compelling data-driven storytelling.

Data at Work Jorge Camões 2016-04-08 Information visualization is a language. Like any language, it can be used for multiple purposes. A poem, a novel, and an essay all share the same language, but each one has its own set of rules. The same is true with information visualization: a product manager, statistician, and graphic designer each approach visualization from different perspectives. Data at Work was written with you, the spreadsheet user, in mind. This book will teach you how to think about and organize data in ways that directly relate to your work, using the skills you already have. In other words, you don't need to be a graphic designer to create functional, elegant charts: this book will show you how. Although all of the examples in this book were created in Microsoft Excel, this is not a book

about how to use Excel. Data at Work will help you to know which type of chart to use and how to format it, regardless of which spreadsheet application you use and whether or not you have any design experience. In this book, you'll learn how to extract, clean, and transform data; sort data points to identify patterns and detect outliers; and understand how and when to use a variety of data visualizations including bar charts, slope charts, strip charts, scatter plots, bubble charts, boxplots, and more. Because this book is not a manual, it never specifies the steps required to make a chart, but the relevant charts will be available online for you to download, with brief explanations of how they were created.

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...

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.

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.

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.

The Best American Infographics 2013 Gareth Cook 2013 Showcases examples of data visualization from 2012 selected from print and electronic media, offering insight into the present-day convergence of art and knowledge as it influences such areas as politics,

culture, economics, and science.

Cool Infographics Randy Krum 2013-10-23 Make information memorable with creative visual designtechniques Research shows that visual information is more quickly andeasily understood, and much more likely to be remembered. Thisinnovative book presents the design process and the best softwaretools for creating infographics that communicate. Including aspecial section on how to construct the increasingly popularinfographic resume, the book offers graphic designers, marketers,and business professionals vital information on the most effectiveways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating greatinfographics Covers online infographics used for marketing, including socialmedia and search engine optimization (SEO) Shows how to market your skills with a visual, infographicresume Explores the many internal business uses of infographics,including board meeting presentations, annual reports, consumerresearch statistics, marketing strategies, business plans, andvisual explanations of products and services to your customers With Cool Infographics, you'll learn to createinfographics to successfully reach your target audience and tellclear stories with your data.

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 Complete Graphic Designer Ryan Hembree 2008 Graphic design.

Data Visualisation Andy Kirk 2019-07-08 One of the "six best books for data geeks" - Financial Times With over 200 images and extensive how-to and how-not-to examples, this new edition has everything students and scholars need to understand and create effective data visualisations. Combining 'how to think' instruction with a 'how to produce' mentality, this book takes readers step-by-step through analysing, designing, and curating information into useful, impactful tools of communication. With this book and its extensive collection of

online support, readers can: - Decide what visualisations work best for their data and their audience using the chart gallery - See data visualisation in action and learn the tools to try it themselves - Follow online checklists, tutorials, and exercises to build skills and confidence - Get advice from the UK's leading data visualisation trainer on everything from getting started to honing the craft. Explore more resources about data visualisation and Andy Kirk.

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.

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.

Info We Trust RJ Andrews 2019-01-17 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.