Cool Infographics: Effective Communication With Data Visualization And Design
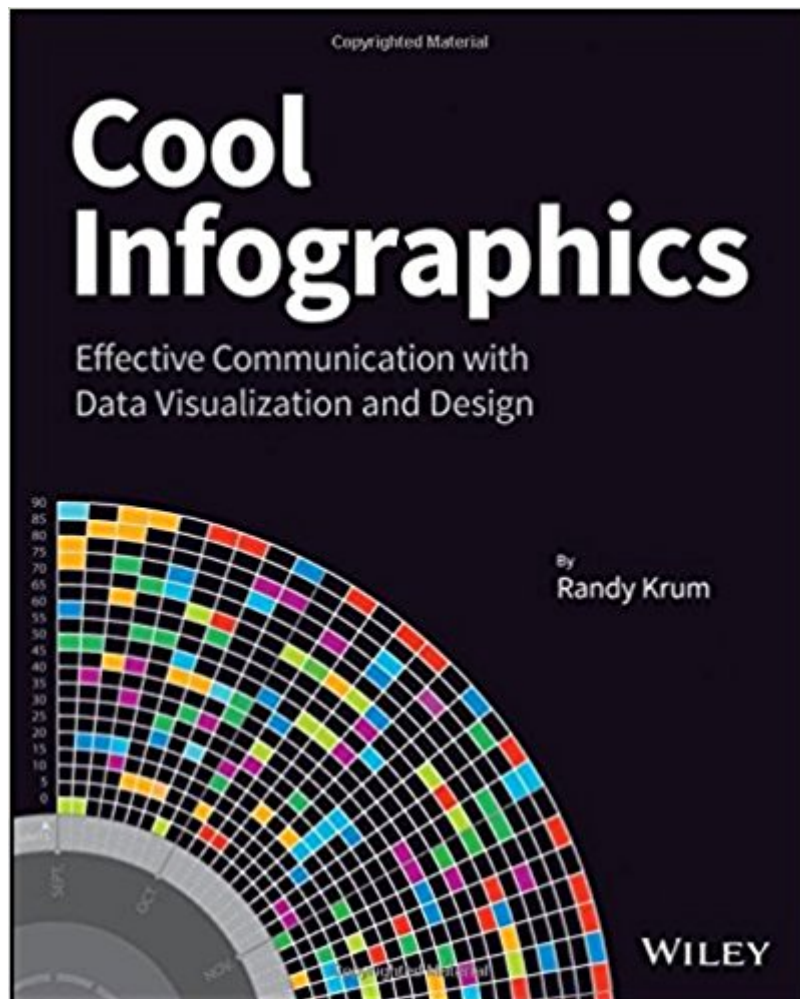
Cool Infographics

Effective Communication with Data Visualization and Design

By
Randy Krum

WILEY

Synopsis

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.

Book Information

Paperback: 368 pages

Publisher: Wiley; 1 edition (October 28, 2013)

Language: English

ISBN-10: 1118582306

ISBN-13: 978-1118582305

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (34 customer reviews)

Best Sellers Rank: #55,668 in Books (See Top 100 in Books)   #53 inÂ Books > Textbooks > Computer Science > Graphics & Visualization   #64 inÂ Books > Computers & Technology > Programming > Graphics & Multimedia   #132 inÂ Books > Computers & Technology > Graphics & Design

Customer Reviews

Infographics is the new cool thing in publishing. Put the word into search and you'll come up with more than three hundred titles, either tech books (like this one) or mainstream books using infographics as the theme: The infographics history of the world; The infographics book of the human body. Maybe we can expect The Infographics Cookbook later this year.Most of the titles

though are of the tech sort and I think Randy Krum's book is as good as any for a broad overview of infographics. The seven chapters present a ton of information in easily accessible writing style. Predictably the text leans towards online visual presentation rather than print and one of the strengths of the book are the extensive weblinks (plus a brief commentary about them) at the end of each chapter, for all kinds of templates, graphics and tools used for creating designs.I found chapter four on infographic resumes particularly interesting. This seems to be a coming trend though I found the samples shown anything but concise. Pages 178 shows a conventional typed resume and on the opposite page the same information interpreted as a colorful graphic. This visual was hardly the sort of thing any HR manager would be able to absorb quickly. Fortunately several companies (like LinkedIn) are exploring ways of presenting professional details in a standard visual format.I think it's worth saying that this is not a book about the specifics of graphic design and typography in infographics, it steps back from that to present a broader view and like many titles about a visual subject takes rather too many words to explain something where a picture and caption would have worked better.

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