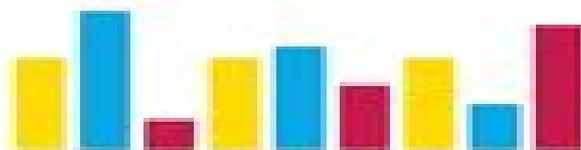
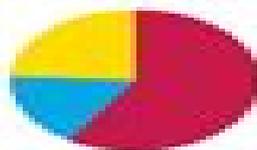


# THE WALL STREET JOURNAL GUIDE TO INFORMATION GRAPHICS

THE DOS & DON'TS  
OF PRESENTING  
DATA, FACTS,  
AND FIGURES

DONA M. WONG

"INVALUABLE." —HOW DESIGN



# Street Journal Guide Information Graphics

**Katy Borner**



## **Street Journal Guide Information Graphics:**

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*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

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charts and tables how to avoid common misinterpretations and misrepresentations of data and how to evaluate causal arguments based on numerical data With a new chapter on statistical fallacies and updates throughout the text the new edition teaches students how to find interpret and present commonly used social indicators in an even clearer and more practical way

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**Graphic Design for Architects** Karen Lewis,2015-06-26 Graphic Design for Architects is a handbook of techniques explanations and examples of graphic design most relevant to architects The book covers a variety of scales of graphic design everything from portfolio design and competition boards to signage and building super graphics to address every phase of architectural production This book combines and expands on information typically found in graphic design information design and architectural graphics books As architectural communication increases to include more territory and components of a project it is important for designers to be knowledgeable about the various ways in which to communicate visually For instance signage should be designed as part of the process not something added at the end of a project and the portfolio is a manifestation of how the designer works not just an application to sell a design sensibility In thinking about architecture as a systematic and visual project the graphic design techniques outlined in this book will help architects process organize and structure their work through the lens of visual communication Each chapter is titled and organized by common architectural modes of communication and production The chapters speak to architects by directly addressing projects and topics relevant to their work while the information inside each chapter presents graphic design methods to achieve the architects work In this way readers don t have to search through graphic design books to figure out what s relevant to them this book provides a complete reference of graphic techniques and methods most useful to architects in getting their work done

**Ecological Informatics** Friedrich Recknagel,William K. Michener,2017-09-21 This book introduces readers to ecological informatics as an emerging discipline that takes into account the data intensive nature of ecology the valuable information to be found in ecological data and the need to communicate results and inform decisions including those related to research conservation and resource management At its core ecological informatics combines developments in information technology and

ecological theory with applications that facilitate ecological research and the dissemination of results to scientists and the public Its conceptual framework links ecological entities genomes organisms populations communities ecosystems landscapes with data management analysis and synthesis and communicates new findings to inform decisions by following the course of a loop In comparison to the 2nd edition published in 2006 the 3rd edition of Ecological Informatics has been completely restructured on the basis of the generic conceptual framework provided in Figure 1 It reflects the significant advances in data management analysis and synthesis that have been made over the past 10 years including new remote and in situ sensing techniques the emergence of ecological and environmental observatories novel evolutionary computations for knowledge discovery and forecasting and new approaches to communicating results and informing decisions

**The Wall Street Journal Guide to Information Graphics** Dona M Wong,2013-12-17 The definitive guide to the graphic presentation of information In today s data driven world professionals need to know how to express themselves in the language of graphics effectively and eloquently Yet information graphics is rarely taught in schools or is the focus of on the job training Now for the first time Dona M Wong a student of the information graphics pioneer Edward Tufte makes this material available for all of us In this book you will learn to choose the best chart that fits your data the most effective way to communicate with decision makers when you have five minutes of their time how to chart currency fluctuations that affect global business how to use color effectively how to make a graphic colorful even if only black and white are available The book is organized in a series of mini workshops backed up with illustrated examples so not only will you learn what works and what doesn t but also you can see the dos and don ts for yourself This is an invaluable reference work for students and professional in all fields

**Atlas of Knowledge** Katy Borner,2015-03-20 The power of mapping principles for visualizing knowledge illustrated by many stunning large scale full color maps Maps of physical spaces locate us in the world and help us navigate unfamiliar routes Maps of topical spaces help us visualize the extent and structure of our collective knowledge they reveal bursts of activity pathways of ideas and borders that beg to be crossed This book from the author of Atlas of Science describes the power of topical maps providing readers with principles for visualizing knowledge and offering as examples forty large scale and more than 100 small scale full color maps Today data literacy is becoming as important as language literacy Well designed visualizations can rescue us from a sea of data helping us to make sense of information connect ideas and make better decisions in real time In Atlas of Knowledge leading visualization expert Katy B rner makes the case for a systems science approach to science and technology studies and explains different types and levels of analysis Drawing on fifteen years of teaching and tool development she introduces a theoretical framework meant to guide readers through user and task analysis data preparation analysis and visualization visualization deployment and the interpretation of science maps To exemplify the framework the Atlas features striking and enlightening new maps from the popular Places Spaces Mapping Science exhibit that range from Key Events in the Development of the Video Tape Recorder to Mobile

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