

(Download free ebook) The Functional Art: An Introduction to Information Graphics and Visualization (Voices That Matter) (Mixed media product) - Common

The Functional Art: An Introduction to Information Graphics and Visualization (Voices That Matter) (Mixed media product) - Common

(author) Alberto Cairo

**Download PDF | ePub | DOC | audiobook | ebooks*



#6331144 in Books 2012Binding: Misc. Supplies384 pages | File size: 34.Mb

(author) Alberto Cairo : The Functional Art: An Introduction to Information Graphics and Visualization (Voices That Matter) (Mixed media product) - Common before purchasing it in order to gage whether or not it would be worth my time, and all praised The Functional Art: An Introduction to Information Graphics and Visualization (Voices That Matter) (Mixed media product) - Common:

65 of 70 people found the following review helpful. DisappointingBy Easy WriterI really wanted to like this book. The author appears to be deeply thoughtful, observant, well-read and experienced. The book is attractively designed with many color examples of infographics and other visual displays. But the ideas are incomplete. For instance, the author goes to great pains in chapter 3 to construct a "visualization wheel" - an analytical framework for categorizing your infographic. More functional or decorative? More literal or abstract? Etc. I was getting excited! But the author just kinds of leaves it at that. It's rarely referenced again in the book and turns out not to be a very useful planning tool at all. So why did we spend an entire chapter on this? Similarly, chapters 5-7 go deep into understanding how vision works: eye saccades, the blind spot, guessing what the picture is without full information, etc. Interesting stuff, but again, it doesn't lead to any great insights. Nothing that couldn't have been expressed without the optometry lesson. Still, there are some useful ideas in here. Gestalt principles are important. The quick review of Bill Cleveland's

research on more accurate graphing techniques. When to use detailed versus abstract imagery. All good ideas. But there just weren't enough of them. And too many chapters that went deep into some topic but didn't bring back any good insights. So, 3 stars for some good ideas. But this book should have been a lot better. 3 of 3 people found the following review helpful. Get some magnifying glasses while you're at it. By bmore. It's a great text and really essential reading if you're in data visualization, however execution is lacking. The fine print is too small on many visuals. For a book on visualizations, this needed to be coffee-table-book sized. 2 of 2 people found the following review helpful. Great mix of theory, ideas, process and examples. By Atle Brandt. A great read for anyone working in media, advertising or business. It gives a good overview of how to present data to answer the underlying questions, and give the reader the tools to dig deeper. No need to spend \$999 on Barbra Minto when this gives you as good tools for developing a powerful presentation. The interviews in the last part give a wider perspective across leading newsrooms and into the digital realm. DVD makes for a lecture in your home. Alberto is engaging, and it serves a good second take on the material.

"Includes a complete introductory information graphics video course"--Cover.