

## Knowledge Is Beautiful David Mccandless

Discover how the world really works in this spectacular journey through space and time that shows the fundamentals of science in groundbreaking visuals, from the Big Bang to Artificial Intelligence.

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 A–Z of Visual Ideas explains the key ideas, sources of inspiration and visual techniques that have been used throughout design history. Showing where ideas and inspiration come from, the book provides numerous strategies to help unlock the reader's creativity. Using a dynamic and easy-to-understand A–Z format, the book reveals techniques that can be exploited to deliver ideas with greater impact, each entry offering a different starting point. Looking at everything from, Art to Zeitgeist, Intuition and Instinct to Happy Accidents and Hidden Messages, the book also features a section explaining how to use the idea or technique, providing readers with an infallible 'tool kit' of inspiration. Including hundreds of inspirational quotes and packed with great examples of advertising campaigns, posters, book and magazine covers and illustrations, this is an indispensable primer that shows design students and professionals how to solve any creative brief.

Visualization is the graphic presentation of data -- portrayals meant to reveal complex information at a glance. Think of the familiar map of the New York City subway system, or a diagram of the human brain. Successful visualizations are beautiful not only for their aesthetic design, but also for elegant layers of detail that efficiently generate insight and new understanding. This book examines the methods of two dozen visualization experts who approach their projects from a variety of perspectives -- as artists, designers, commentators, scientists, analysts, statisticians, and more. Together they demonstrate how visualization can help us make sense of the world. Explore the importance of storytelling with a simple visualization exercise Learn how color conveys information that our brains recognize before we're fully aware of it Discover how the books we buy and the people we associate with reveal clues to our deeper selves Recognize a method to the madness of air travel with a visualization of civilian air traffic Find out how researchers investigate unknown phenomena, from initial sketches to published papers Contributors include: Nick Bilton, Michael E. Driscoll, Jonathan Feinberg, Danyel Fisher, Jessica Hagy, Gregor Hochmuth, Todd Holloway, Noah Iliinsky, Eddie Jabbour, Valdean Klump, Aaron Koblin, Robert Kosara, Valdis Krebs, JoAnn Kuchera-Morin et al., Andrew Odewahn, Adam Perer, Anders Persson, Maximilian Schich, Matthias Shapiro, Julie Steele, Moritz Stefaner, Jer Thorp, Fernanda Viegas, Martin Wattenberg, and Michael Young.

Updated to reflect our rapidly changing world.

Today we are witnessing an increased use of data visualization in society. Across domains such as work, education and the news, various forms of graphs, charts and maps are used to explain, convince and tell stories. In an era in which more and more data are produced and circulated digitally, and digital tools make visualization production increasingly accessible, it is important to study the conditions under which such visual texts are generated, disseminated and thought to be of societal benefit. This book is a contribution to the multi-disciplined and multi-faceted conversation concerning the forms, uses and roles of data visualization in society. Do data visualizations do 'good' or 'bad'? Do they promote understanding and engagement, or do they do ideological work, privileging certain views of the world over others? The contributions in the book engage with these core questions from a range of disciplinary perspectives.

Erik Spiekermann is the epitome of a typographer. This comprehensive book is the first to showcase his body of work and tell the story of his life.

Manuel Lima's smash hit *Visual Complexity* is now available in paperback. This groundbreaking 2011 book—the first to combine a thorough history of information visualization with a detailed look at today's most innovative applications—clearly illustrates why making meaningful connections inside complex data networks has emerged as one of the biggest challenges in twenty-first-century design. From diagramming networks of friends on Facebook to depicting interactions among proteins in a human cell, *Visual Complexity* presents one hundred of the most interesting examples of information visualization by the field's leading practitioners.

“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.

This major new reference contains an assemblage of visual concepts from around the world. Categories include designs for annual reports, books, calenders, catalogs, editorial layouts, exhibits, labels and

tags, letterheads, menus, outdoor advertising, packaging, posters, promotion materials, shopping bags, T-shirts, and more. 900 color illustrations.

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.

Impossible ideas, invisible patterns, hidden connections—visualized Deepen your understanding of the world with these mind-blowing infographics from the bestselling author of *The Visual Miscellaneum* In this follow-up to his hugely popular *The Book of Trees* and *Visual Complexity*, Manuel Lima takes us on a lively tour through millennia of circular information design. Three hundred detailed and colorful illustrations from around the world cover an encyclopedic array of subjects—architecture, urban planning, fine art, design, fashion, technology, religion, cartography, biology, astronomy, and physics, all based on the circle, the universal symbol of unity, wholeness, infinity, enlightenment, and perfection. Clay tokens used by ancient Sumerians as a system of recording trade are juxtaposed with logos of modern retailers like Target; Venn diagrams are discussed alongside the trefoil biohazard symbol, symbols of the Christian trinity, and the Olympic rings; and a diagram revealing the characteristics of ten thousand porn stars displays structural similarities to early celestial charts placing the earth at the center of the universe. Lima's introduction provides an authoritative history of the circle, and a preface describes his unique taxonomy of the many varieties of circle diagrams, rounding out this visual feast for infographics enthusiasts.

Offering an interactive, visual opportunity to learn how to clarify and interpret data, this text features real world examples and applications.

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*, 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 Illustrators* 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.

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.

Voted one of the "six best books for data geeks" by The Financial Times. Read the review here. Lecturers, request your electronic inspection copy. Never has it been more essential to work in the world of data. Scholars and students need to be able to analyze, design, and curate information into useful tools of communication, insight, and understanding. This book is the starting point in learning the process and skills of data visualization, teaching the concepts and skills of how to present data, and inspiring effective visual design. Benefits of this book: A flexible step-by-step journey that equips you to achieve great data visualization A curated collection of classic and contemporary examples, giving illustrations of good and bad practice Examples on every page to give creative inspiration Illustrations of good and bad practice show you how to critically evaluate and improve your own work Advice and experience from the best designers in the field Loads of online practical help, checklists, case studies and exercises make this the most comprehensive text available

*Illuminating the Path* is a call to action for researchers and developers to help safeguard our nation by transforming information overload into insights through visual analytics - the science of analytical reasoning facilitated by interactive visual interfaces. Achieving this will require interdisciplinary, collaborative efforts of researchers from throughout academia, industry, and the national laboratories.



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

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.

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.

In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With *Beautiful Data*, you will:

- Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web
- Learn how to visualize trends in urban crime, using maps and data mashups
- Discover the challenges of designing a data processing system that works within the constraints of space travel
- Learn how crowdsourcing and transparency have combined to advance the state of drug research
- Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data
- Learn about the massive infrastructure required to create, capture, and process DNA data

That's only a small sample of what you'll find in *Beautiful Data*. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau, Jonathan Follett, and Matt Holm; J.M. Hughes, Raghu Ramakrishnan, Brian Cooper, and Utkarsh Srivastava; Jeff Hammerbacher, Jason Dykes, and Jo Wood; Jeff Jonas and Lisa Sokol; Jud Valeski, Alon Halevy, and Jayant Madhavan; Aaron Koblin, with Valdean Klump, Michal Migurski, Jeff Heer, Coco Krumme, Peter Norvig, Matt Wood, and Ben Blackburne; Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen; Lukas Biewald and Brendan O'Connor; Hadley Wickham, Deborah Swayne, and David Poole; Andrew Gelman, Jonathan P. Kastellec, and Yair Ghitza; Toby Segaran.

A completely updated version of the bestselling *Minecraft: Blockopedia!* Detailing each block found in the #1 game of all time, this is a must-have reference guide for all Minecrafters! This fully illustrated guide contains information on each of the blocks that make up the Minecraft world. It's a beautiful and comprehensive reference tool for beginners and more experienced players alike, with essential information on every block's properties, as well as little-known trivia and expert advice on what to do with each one! From basic plants and ores to enchantment tables and End stone, you'll find everything you need to know in the *Blockopedia*.

A fascinating and thoroughly modern glimpse of world knowledge. It offers a deeper, more ranging look at the world and its history, and an entirely democratic, global look at key issues bedded into the foundations of world knowledge - from questions and facts on history and politics to science, literature and more.

A new collection of fun, practical, and outrageous projects from the genius minds of the original *Show Me How*. Volume two of the *Show Me How* series contains brand-new instructions that show readers how to amaze, trick, create, style, and love, among other endeavors. Ideas range from the practical (hang a ceiling fixture; hem a pair of pants) to the outrageous (boobytrap a bathroom; forge an antiquity) to the romantic (ace a school crush; send a saucy cell phone pic.) So go ahead and learn some killer pool moves. Or stage your own impromptu gallery show. Style your hair in a fauxhawk. More *Show Me How* is the indispensable real-life resource that helps readers live life to the fullest and be the star of the party.

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*.

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.

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.

In this fascinating follow-up to the bestselling *Information is Beautiful* and *Knowledge is Beautiful*, the king of infographics David McCandless uses spectacular visuals to give us all a bit of good news. The bestselling classic has been revised and updated! A colorful guide to the world's most consequential trivia, *The Visual Miscellaneum* now includes 18 all new graphs and 23 updated ones. It is a reference book like no other helping us make sense of our world by putting the data we are bombarded with every day—health findings, technological advances, cultural touch points, war statistics—into creative visual perspective. Using cutting edge graphs, charts, and illustrations, author David McCandless creatively visualizes the world's most surprising relationships and compelling data.

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.

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.

What is the true human cost of the war in Afghanistan? What are the real effects of the austerity measure? And how did the London riots spread so quickly? *Facts are Sacred*, the Guardian's award-winning datablog, publishes and analyses seemingly benign data - released under the auspices of transparency - to bring its readers astonishing revelations about the way we live now. It reveals how data has changed our world and what we can learn from it. Now, the most telling findings from the blog are brought together to give us the facts and figures behind the headlines, beautifully illustrated with extensive data visualisations. Ground-breaking and fascinating, it celebrates a resource that has pushed the boundaries of modern journalism and is a manifesto for a new way of seeing things.

*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.

Our critically acclaimed bestseller *Visual Complexity* was the first in-depth examination of the burgeoning field of information visualization. Particularly noteworthy are the numerous historical examples of past efforts to make sense of complex systems of information. In this new companion volume, *The Book of Trees*, data viz expert Manuel Lima examines the more than eight hundred year history of the tree diagram, from its roots in the illuminated manuscripts of medieval monasteries to its current resurgence as an elegant means of visualization. Lima presents two hundred intricately detailed tree diagram illustrations on a remarkable variety of subjects—from some of the earliest known examples from ancient Mesopotamia to the manuscripts of medieval monasteries to contributions by leading contemporary designers. A timeline of capsule biographies on key figures in the development of the tree diagram rounds out this one-of-a-kind visual compendium.

Sustainability is one of the world's hottest topics, but the way it is visualized and communicated is often outdated. *Cause and Effect* now reveals a contemporary visual language for sustainability. The book showcases a wide range of original and relevant design approaches that raise awareness for a more environmentally conscious lifestyle. The international examples of campaigns, posters, brochures, digital media, interventions, and guerilla marketing featured in *Cause and Effect* inspire us and challenge us. They clearly describe far-reaching correlations and complex technical processes. They explain and motivate. Together they serve as an unparalleled presentation of the most significant, intelligent, and entertaining communication measures and proposed solutions for sustainability today.

International interest in the sophisticated and aesthetic visualization of complex information made *Data Flow* a bestseller. Today, more and more graphic designers, advertising agencies, motion designers, and artists work in this area. Offering practical advice, background information, case studies, and inspiration, *Data Flow 2* is a valuable reference for anyone working with or interested in information graphics.

*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.

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