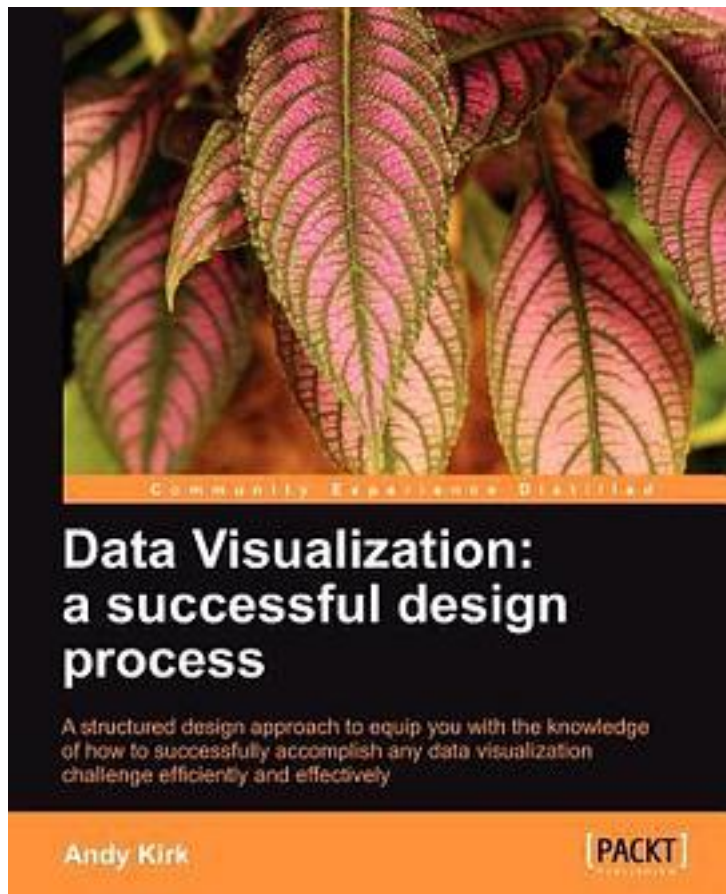


Data Visualization



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著者:Andy Kirk

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A structured design approach to equip you with the knowledge of how to successfully accomplish any data visualization challenge efficiently and effectively

Overview

A portable, versatile and flexible data visualization design approach that will help you navigate the complex path towards success

Explains the many different reasons for creating visualizations and identifies the key parameters which lead to very different design options.

Thorough explanation of the many visual variables and visualization taxonomy to provide you with a menu of creative options.

In Detail

Do you want to create more attractive charts? Or do you have huge data sets and need to unearth the key insights in a visual manner? Data visualization is the representation and presentation of data, using proven design techniques to bring alive the patterns, stories and key insights locked away.

"Data Visualization: a Successful Design Process" explores the unique fusion of art and science that is data visualization; a discipline for which instinct alone is insufficient for you to succeed in enabling audiences to discover key trends, insights and discoveries from your data. This book will equip you with the key techniques required to overcome contemporary data visualization challenges.

You'll discover a proven design methodology that helps you develop invaluable knowledge and practical capabilities.

You'll never again settle for a default Excel chart or resort to 'fancy-looking' graphs. You will be able to work from the starting point of acquiring, preparing and familiarizing with your data, right through to concept design. Choose your 'killer' visual representation to engage and inform your audience.

"Data Visualization: a Successful Design Process" will inspire you to relish any visualization project with greater confidence and bullish know-how; turning challenges into exciting design opportunities.

What you will learn from this book

A comprehensive and contemporary introduction to data driven visualization design and the most effective approaches to tackle any design challenge.

How to achieve maximum impact with designs that engage on an aesthetic level and perform on a functional one.

Foundation understanding of the human visual system

Identifying the purpose of your visualization and your projects parameters to determine overriding design considerations across your project's execution

How to develop analytical questions and identify a visual narrative as you immerse yourself in your data, familiarizing with its inherent qualities

Apply critical thinking to visualization design and get intimate with your dataset to identify its potential visual characteristics

Appreciating the importance of an editorial approach to design and best practice

approaches for tackling different data types and problem contexts

A thorough overview of the anatomy of a data visualization design and a menu of the most important and innovative visualization methods

Overview of the essential visualization tools and resources

Profile of some of the most impressive and inspiring contemporary visualization projects

Approach

A comprehensive yet quick guide to the best approaches to designing data visualizations, with real examples and illustrative diagrams. Whatever the desired outcome ensure success by following this expert design process.

作者介绍:

Andy Kirk

Andy Kirk is a freelance data visualization design consultant, training provider, and editor of the popular data visualization blog, visualisingdata.com.

After graduating from Lancaster University with a B.Sc. (Hons) degree in Operational Research, he spent over a decade at a number of the UK's largest organizations in a variety of business analysis and information management roles.

Late 2006 provided Andy with a career-changing "eureka" moment through the serendipitous discovery of data visualization and he has passionately pursued this subject ever since, completing an M.A. (with Distinction) at the University of Leeds along the way.

In February 2010, he launched visualisingdata.com with a mission to provide readers with inspiring insights into the contemporary techniques, resources, applications, and best practices around this increasingly popular field. His design consultancy work and training courses extend this ambition, helping organizations of all shapes, sizes, and industries to enhance the analysis and communication of their data to maximize impact.

This book aims to pass on some of the expertise Andy has built up over these years to provide readers with an informative and helpful guide to succeeding in the challenging but exciting world of data visualization design.

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标签

数据

可视化

DataVisualization

计算机

编程

数据可视化

visualization

评论

类似于数据可视化的Design Pattern

对设计原则的讲解中规中矩。胜在出版时间比较近，用的工具也比较新。

最好的一点就是把所有的数据可视化定性为几大类：解释性的、发现性的、展示性的，以及受众的类型等。说白了，就是如何通过可视化让信息在发送方和接收方尽量不失真地传递。

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书评

RT, 讲了4种分类, 然后每种分类下有哪些图表等, 很不错 RT, 讲了4种分类, 然后每种分类下有哪些图表等, 很不错

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