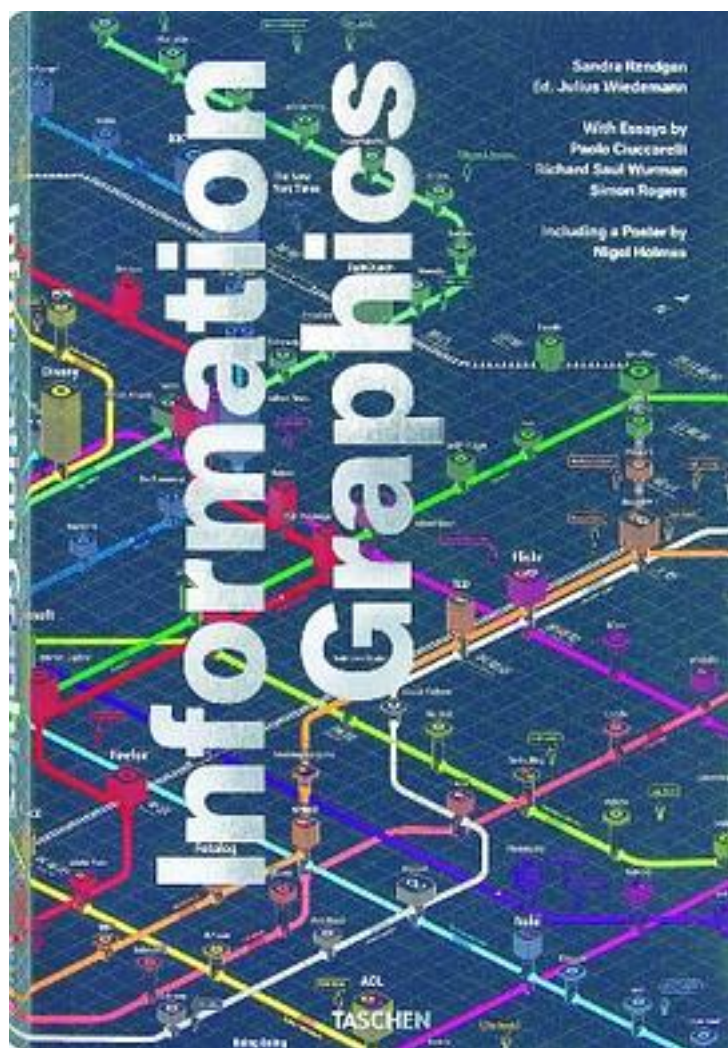


# Information Graphics



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著者:Peter Wildbur

出版者:Thames & Hudson

出版时间:1998-10

装帧:Hardcover

isbn:9780500018729

The organization and presentation of information is one of the most important but least recognized aspects of the design profession. Whether faced with masses of material, sophisticated sign systems, or making the complex appear simple, designers must make the message accessible and available to everyone. Although the work of information designers is more visible than practically any other aspect of graphic art, we are seldom aware of what designers do, much less how they arrive at such elegant and useful solutions to complicated problems. Covering a broad spectrum of material, from transportation systems and body-imaging maps to electronics manuals, from databases to three-dimensional renderings, Information Graphics presents an international selection of the best examples of designs that make cities and businesses function smoothly. The best contemporary work is featured, including designs by such masters as Erik Spiekermann of MetaDesign in Germany, Richard Saul Wurman in the United States, and Hiroyuki Kimura of Tube Design in Japan. The authors offer detailed commentary on how each design came to be, how it responded to the client's needs, and why it succeeds. Within each chapter are detailed case studies that examine a single project in depth, from the client's initial request to the finished product. An invaluable sourcebook for students and a guide to creating the most successful designs for the professional, Information Graphics will become the standard work for this vital aspect of design practice.

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