Data Visualization: A Successful Design Process

By Andy Kirk

Packt Publishing. Paperback. Book Condition: New. Paperback. 206 pages. Dimensions: 9.2in. x 7.5in. x 0.6in.This book will benefit anyone who wants to discover effective, attractive ways to visually analyze and communicate data. With no special knowledge required, its an inspirational guide that teaches through examples and illustration. 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 that are 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...

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