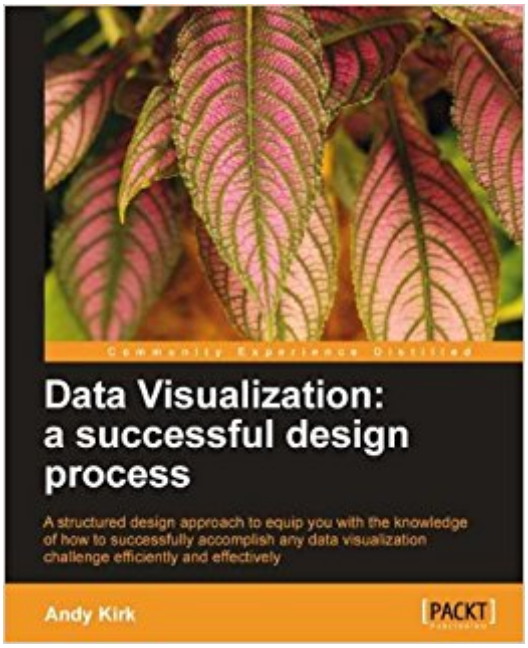
Data Visualization: A Successful Design Process



Synopsis

In DetailDo 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 your data. This book will equip you with the key techniques required to overcome contemporary data visualization challenges. YouÃ¢â ¬â„¢ll discover a proven design methodology that helps you develop invaluable knowledge and practical capabilities.YouÃ¢â ¬â„¢ll never again settle for a default Excel chart or resort to Ã¢â ¬Ëœfancy-lookingÃ¢â ¬â„¢ 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 Ã¢â ¬ËœkillerÃ¢â ¬â„¢ 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.ApproachA 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.Who this book is forThis book is for anyone who has responsibility for, or is interested in trying to find innovative and effective ways to visually analyze and communicate data.There is no skill, no knowledge and no role-based pre-requisites or expectations of anyone reading this book.

Book Information

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Customer Reviews

Enjoyed the book and found it to be a great way to organize the design process. Have done a lot of these things but seemingly unconsciously so this will be a great resource moving forward.However, was more than disappointed with the exclusion of color in the printed version of the book. Counted at least 20+ references to color, including an entire section on color. Hard to follow a blue to red diverging scale in gray. Or the 3D pie chart that show up as 1 gray color, as if the 3D wasn’t bad enough.Again, I applaud the content of the book, just can’t justify grayscale printing in ANY Data Viz book. Would have gladly paid $10 more to see examples in color.

The content of this ebook was very well organized, systematic and clear The demonstrations and the live URL links worked and allowed me to "see" the examples as the author referred to them. Furthermore those URL links amplified and illustrated the points that Kirk was making. In addition to the content being well organized and presented in a logical and obvious fashion, the material was current, and very illuminating. This was a much better book than The Functional Art by Cairo.

Good inspirational "cookbook" style approach to data visualization. Spends some time on good principles, but is particularly strong on providing practical examples. Both the content, but also linked website, were an excellent source of up-to-date and diverse resources.

For my taste, there was a bit too much explaining what we’re going to explain, but that’s my taste.Overall, I found the book very easy to follow, very thorough. I learned many new things about data visualization.

Very simple yet not simplistic.Very accessible yet useful for professionals.Thanks Andy!

A data Visualization Book with the worst black/white pictures that i never seen..very disappointing.

All images are in black and white but the text describes the images in color.... Huh? Useless. Buy the ebook. Returned it.

This to me is a very disappointing book, although if your tastes andneeds differ from mine you may like this book much more than I do.First off, a fair test of a book on visualization is whether thegraphics look interesting or useful. Be warned that in this case theprinted book includes only muddy gray scale Figures, even though manyof the originals were in color; the text even refers to differentcolors that you can supposedly see. It seems that you need the e-book.I see no explanation of this limitation on the publisher’s website. Toput the point as positively as possible, it seems that Packt aremostly concerned with selling e-books. There is a partial apology forthe lack of color on the author’s own website.Be warned further that even when black-and-white reproductions makesense the Figures are often hard to read, hard to understand, or both.In many cases it is evident that you are expected to look at theinternet originals, which is not outrageous, but for others there isno obvious source.Second, and rather surprisingly, there is not that much onvisualization in any strict sense. The distinctive focus is largely onthe attitudes and habits you need to be like the author, a free-lancedesigner developing substantial projects on commission. There is notso much here for the student, scientist or employee with data and theneed to produce visualizations over the next few days.The discussion makes many sensible points based on experience. Anenthusiastic, up-beat tone will appeal to many readers. But over manylong stretches the discussion reads more like a management orself-help book with well-meaning but empty platitudes and laboreddiscussion of obvious points.Throughout, the author writes in a very long-winded way. Often hecannot put down a word without adding another that means almost thesame, as with "innovation and novelty", "developments and trends" andmany other examples. Oddly, the author on his website names Strunk andWhite on style as a favorite, but it’s years since I have read more"needless words" that should have been omitted. Spelling, punctuation,and word choice are frequently awry. If you are irritated by confusionbetween "principal" and "principle" or "affect" and "effect", or by anythingelse that would have infuriated your English teachers, then you arelikely to find this book painful to read. In total, there areminor errors on virtually every page.Third, this is not really a technical book, a problem if that is what youseek. There is no code for any language or program, and no technicalguidance on (say) statistics. You are expected to get that from elsewhere,which is fair

enough, but beware that precise technical guidance is noton offer beyond some elementary comments on different kinds of graphics.But even on the technicalities it covers it is often inaccurate: the relationsbetween isarithmic, choropleth and topological (here a malapropism for"topographical") maps are hopelessly confused. Minard's graphic onNapoleon's retreat from Moscow is described as showing his advance,which misses the main point by miles. (Thousands of miles?) Moreimportantly, the assertions that line charts and stacked area chartsare essentially for time series are neither correct nor helpful.Fourth, the author's scholarship is that of the internet, not the library.With a few bizarre exceptions books and papers are at best alluded to,rather than precisely referenced. Although there are many useful-lookingURL references, you may feel short-changed by very scrappy literaturereferences if you are a student, scholar or scientist.

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