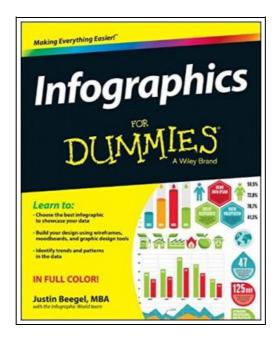
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Reviews

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(Wava Hettinger)

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For Dummies. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 9.1in. x 7.5in. x 0.8in.Create stunning infographics with this hands-on guideInfographics For Dummiesis a comprehensive guide to creating data visualization with viral appeal. Written by the founder of Infographic World, a New York City based infographic agency, and his top designers, the book focuses on the how-to of data, design, and distribution to create stunning, shareable infographics. Step-by-step instruction allows you to handle data like a pro, while creating eye-catching graphics with programs like Adobe Illustrator and Photoshop. The book walks you through the different types of infographics, explaining why theyre so effective, and when theyre appropriate. Ninety percent of the information transmitted to your brain is visual, so its important to tickle the optic nerves to get people excited about your data. Infographics do just that. Much more exciting than a spreadsheet, infographics can add humor, interest, andflash while imparting real information. Putting your data in graphic form makes it more likely to be shared via Twitter, Facebook, Pinterest, and other social media sites, and the visual interest makes it less likely to be ignored. Infographics For Dummiesprovides a tried-and-true method for creating infographics that tell a story and get people excited. Topics include: Talking to clients about the dataDiscovering trends, outliers, and patternsDesigning with mood boards and wireframesLaunching and promoting your infographicThe book, written by Justin Beegel, MBA, founder of Infographic World, Inc. , describes the elements of a successful infographic, and stresses the must-have ingredients that get your data noticed. Humans are visual creatures, telling stories in a visual way. In todays world filled with data and messaging, an infographic is one of the best ways to get your point across. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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