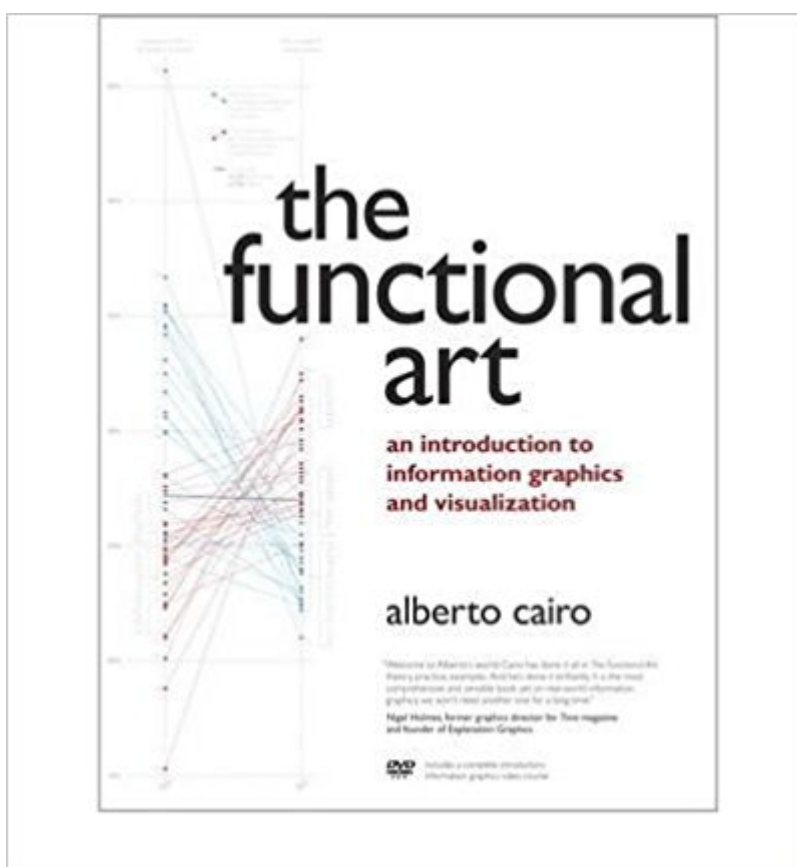The book was found

The Functional Art: An Introduction To Information Graphics And Visualization (Voices That Matter) (Mixed Media Product) – Common

Synopsis

"Includes a complete introductory information graphics video course"--Cover.

Book Information

Misc. Supplies: 384 pages

Publisher: New Riders Publishing (2012)

ASIN: B00FKYVRR6

Average Customer Review: 4.5 out of 5 stars   41 customer reviews

Best Sellers Rank: #913,660 in Books (See Top 100 in Books)   #142 inÂ Books > Arts & Photography > History & Criticism > Themes > Erotica   #167 inÂ Books > Arts & Photography > Other Media > Erotic   #175 inÂ Books > Politics & Social Sciences > Social Sciences > Pornography

Customer Reviews

"Includes a complete introductory information graphics video course"--Cover.

I really wanted to like this book. The author appears to be deeply thoughtful, observant, well-read and experienced. The book is attractively designed with many color examples of infographics and other visual displays.But the ideas are incomplete. For instance, the author goes to great pains in chapter 3 to construct a "visualization wheel" - an analytical framework for categorizing your infographic. More functional or decorative? More literal or abstract? Etc. I was getting excited! But the author just kinds of leaves it at that. It's rarely referenced again in the book and turns out not to be a very useful planning tool at all. So why did we spend an entire chapter on this?Similarly, chapters 5-7 go deep into understanding how vision works: eye saccades, the blind spot, guessing what the picture is without full information, etc. Interesting stuff, but again, it doesn't lead to any great insights. Nothing that couldn't have been expressed without the optometry lesson.Still, there are some useful ideas in here. Gestalt principles are important. The quick review of Bill Cleveland's research on more accurate graphing techniques. When to use detailed versus abstract imagery. All good ideas.But there just weren't enough of them. And too many chapters that went deep into some topic but didn't bring back any good insights.So, 3 stars for some good ideas. But this book should have been a lot better.

It's a great text and really essential reading if your in data visualization, however execution is lacking. The fine print is too small on many visuals. For a book on visualizations, this needed to be

coffee-table-book sized.

A great read for anyone working in media, advertising or business. It gives a good overview of how to present data to answer the underlying questions, and give the reader the tools to dig deeper. No need to spend $999 on Barbra minto when this gives you as good tools for developing a powerful presentation.The interviews in the last part gives a wider perspective across leading newsrooms and into the digital realm.DVD makes for a lecture in your home. Alberto is engaging, and it serves a good second take on the material.

I liked the way the content is presented. Alberto reviews multiple aspects related to visualizations, from perception to design. The only thing I didn't like was that the profiles section was a little long. Also, I would have expected a "where to go form here" section at the end. Anyways, I think I would recommend this book to anybody interested in learning more about visualizations and infographics.

In The Functional Art, Alberto Cairo has written a real standout in the new wave of books about data visualization. His book weaves visualization theory and techniques with real applications and critiques about existing visualization projects. One of the reasons why I think Cairo's book succeeds is that he has background as both a journalist--specifically, data journalism--and as an academic (at the University of North Carolina-Chapel Hill and the University of Miami).In the first part of the book, Cairo explains what I take away as three main tenets of good data visualization practice: first, good graphic techniques and strategies (minimal use of pie charts, reducing non-data ink, etc.); second, how to create eye-pleasing graphics (how to choose color, fonts, layout, etc.); and, most importantly, how to use data visualization to tell a story. I think this is where The Functional Art really stands out as a great reference--Cairo shows you how to use data visualization not as a way to just show your data or to create a tool for people to explore your data, but as a way to be a storyteller with data.The second part of the book is more about the eye-brain connection--how we as humans perceive different shapes, colors, etc. Cairo isn't a cognitive scientist, but he's done a great job pulling from the literature and summarizing the issues and, importantly, how to use that knowledge to create better graphics.These two first parts of the book will be helpful for anyone who has ever created visualizations before or who are just starting out. The graphics used in the book are all excellent and should inspire you to try to similarly create great visualizations.Finally, in the last part of the book, Cairo profiles 10 prominent data visualization experts and creators. For me, this section wasn't as exciting as the first two parts, but there are definitely nuggets of wisdom from

some of the interviews and is something that you really can't find in a single source anywhere else.Also, just a final note about the DVDs that are included with the book. The DVDs are basically a summary of each of the chapters, but the last two are especially interesting. In lecture 10 (Gay Rights), Cairo discusses a graphic produced by The Guardian magazine and why this particular use of a circle graphic works. Since there is a continuous debate about circles in the data visualization field--see also Chapter 2 in the book--this is a nice video on why circles can work in certain circumstances. In lecture 11 (Obesity and education), Cairo shows how he creates some basic graphics in Adobe Illustrator, which is great if you're not too familiar with that software (though I would never have the patience to make a map in Ai!).

The Functional Art: An Introduction to Information Graphics and Visualization (Voices That Matter) (Mixed media product) - Common The Functional Art: An introduction to information graphics and visualization (Voices That Matter) Elijah: An Oratorio for Full Chorus of Mixed Voices, Soprano, Alto, Tenor, and Baritone Soli (Double Solo Quartet of Mixed Voices) and Piano (G. Schirmer's Editions of Oratorios and Cantatas) 101 Mixed Media Techniques: Master the fundamental concepts of mixed media art Early Communication Skills for Children with Down Syndrome: A Guide for Parents & Professionals (Mixed media product) - Common Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) A Practical Guide to Graphics Reporting: Information Graphics for Print, Web & Broadcast Visualization Analysis and Design (AK Peters Visualization Series) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Nolte's The Human Brain: An Introduction to its Functional Anatomy With STUDENT CONSULT Online Access, 6e (Human Brain: An Introduction to Its Functional Anatomy (Nolt) Textbook of Clinical Nutrition and Functional Medicine, Vol. 2: Protocols for Common Inflammatory Disorders (Inflammation Mastery & Functional Inflammology) Visualization, Modeling, and Graphics for Engineering Design (Available Titles CourseMate) Engineering Design Graphics: Sketching, Modeling, and Visualization Engineering Design Graphics: Sketching, Modeling, and Visualization, 2nd Edition Visualization, Modeling, and Graphics for Engineering Design The Fundamentals of Visualization, Modeling, and Graphics for Engineering Design Visualization in Scientific Computing (Focus on Computer Graphics) Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates.

(Mastermind Roadmap to Selling on with FBA Book 2) Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams