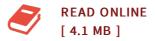




## Information Visualization: Perception for Design (3rd Revised edition)

By Colin Ware

Elsevier Science & Technology. Hardback. Book Condition: new. BRAND NEW, Information Visualization: Perception for Design (3rd Revised edition), Colin Ware, Most designers know that yellow text presented against a blue background reads clearly and easily, but how many can explain why, and what really are the best ways to help others and ourselves clearly see key patterns in a bunch of data? When we use software, access a website, or view business or scientific graphics, our understanding is greatly enhanced or impeded by the way the information is presented. This book explores the art and science of why we see objects the way we do. Based on the science of perception and vision, the author presents the key principles at work for a wide range of applications--resulting in visualization of improved clarity, utility, and persuasiveness. The book offers practical guidelines that can be applied by anyone: interaction designers, graphic designers of all kinds (including web designers), data miners, and financial analysts. \* Complete update of the recognized source in industry, research, and academic for applicable guidance on information visualizing. \* Includes the latest research and state of the art information on multimedia presentation. \* More than 160 explicit design guidelines...



## Reviews

This ebook is really gripping and fascinating. it had been writtern extremely perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Leopold Hills

Totally among the finest publication I actually have at any time study. I am quite late in start reading this one, but better then never. I found out this publication from my dad and i suggested this pdf to discover.

-- Karolann Deckow IV