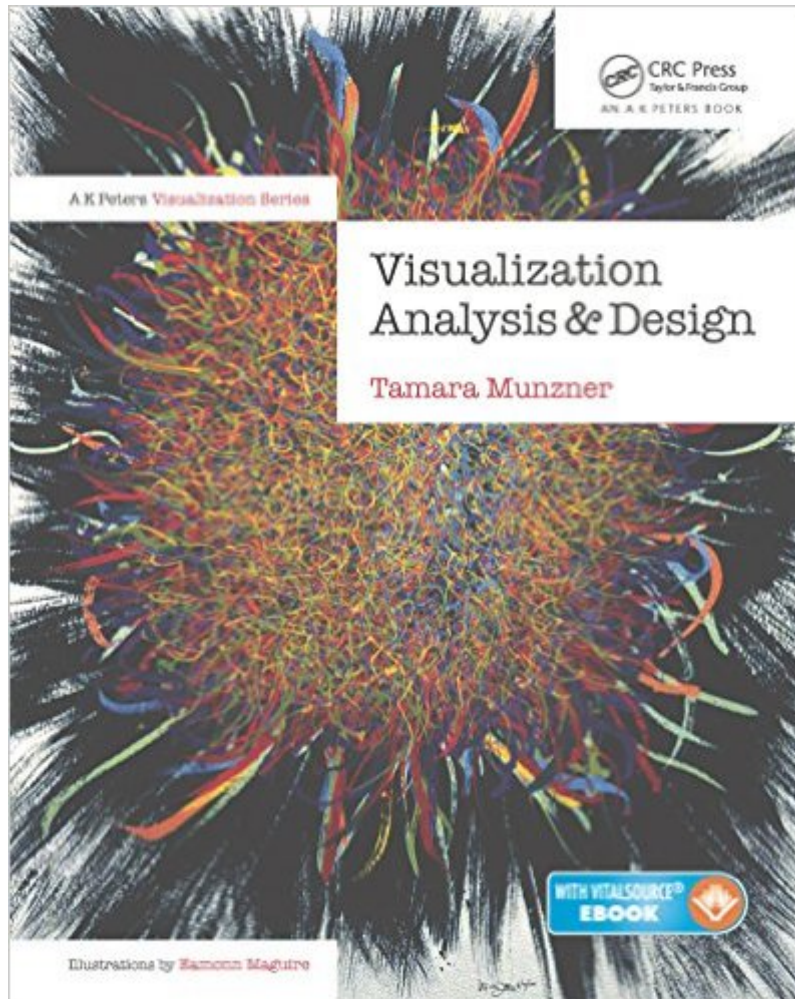


The book was found

# Visualization Analysis And Design (AK Peters Visualization Series)



## Synopsis

Learn How to Design Effective Visualization Systems Visualization Analysis and Design provides a systematic, comprehensive framework for thinking about visualization in terms of principles and design choices. The book features a unified approach encompassing information visualization techniques for abstract data, scientific visualization techniques for spatial data, and visual analytics techniques for interweaving data transformation and analysis with interactive visual exploration. It emphasizes the careful validation of effectiveness and the consideration of function before form. The book breaks down visualization design according to three questions: what data users need to see, why users need to carry out their tasks, and how the visual representations proposed can be constructed and manipulated. It walks readers through the use of space and color to visually encode data in a view, the trade-offs between changing a single view and using multiple linked views, and the ways to reduce the amount of data shown in each view. The book concludes with six case studies analyzed in detail with the full framework. The book is suitable for a broad set of readers, from beginners to more experienced visualization designers. It does not assume any previous experience in programming, mathematics, human-computer interaction, or graphic design and can be used in an introductory visualization course at the graduate or undergraduate level.

## Book Information

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## Customer Reviews

Of many visualization books I've read through, this one is my favorite for teaching and research briefs. Very good visualization book for practical design and research. I like the focus on data and analysis tasks to drive visual design. Pair this with Tufte's Visual Display of Quantitative Information, and you're set to help newcomers understand visualization in the modern age of visual analytics.

Best textbook I've seen on this subject.

The book is great and up to date look in today's infographics and research.

Exactly what I needed for my research needs.

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