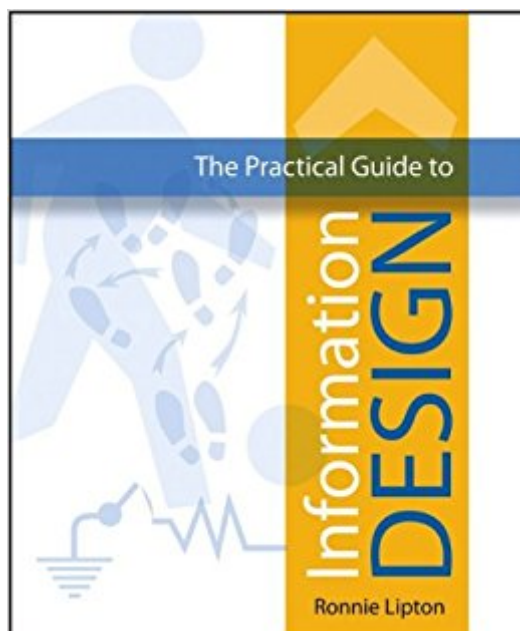


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# The Practical Guide To Information Design



## Synopsis

The definitive, behind-the-scenes guide to mastering information design. Finally, in one usable format, here's your single-volume resource for designing clear projects that really work for your audience. The Practical Guide to Information Design provides all the tools, resources, and best practices that designers need to create highly successful print and digital information design projects. A brilliant combination of practice and theory, this highly visual book covers the principles of design, perception, and usability, complete with step-by-step examples that feature the work of today's leading professionals. Comprehensively illustrated with hundreds of valuable graphs, maps, tables, line drawings, and photos, The Practical Guide to Information Design features:

- \* Complete descriptions and comparisons of various formats
- \* A range of helpful exercises to reinforce covered material
- \* Handy summary boxes, bulleted lists, captions, and examples
- \* A wealth of useful resources for professionals and students

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## Customer Reviews

The definitive, behind-the-scenes guide to mastering information design. Finally, in one usable format, here's your single-volume resource for designing clear projects that really work for your audience. The Practical Guide to Information Design provides all the tools, resources, and best practices that designers need to create highly successful print and digital information design projects. A brilliant combination of practice and theory, this highly visual book covers the principles of design, perception, and usability, complete with step-by-step examples that feature the work of

today's leading professionals. Comprehensively illustrated with hundreds of valuable graphs, maps, tables, line drawings, and photos, The Practical Guide to Information Design features: Complete descriptions and comparisons of various formats A range of helpful exercises to reinforce covered material Handy summary boxes, bulleted lists, captions, and examples A wealth of useful resources for professionals and students

Ronnie Lipton is the Director of Transform and Function, a firm that consults with organizational communicators on effective writing, editing, design, and multicultural communication. An award-winning journalist and publication designer, she's also the author of *Designing Across Cultures* and *Information Graphics and Visual Clues*. Lipton has taught journalism in George Washington University's Publication Specialist Program and graphic design at the University of Maryland.

Good book, but drags out chapters with long detailed stories and I found it very time consuming to complete chapters.

This is a great comprehensive introduction to a wide variety of related topics in information design. The in-depth analysis of examples, good and bad, will appeal to those with more ID experience, but the book seems to target an undergraduate audience without much ID experience. It's a good introduction to terms and concepts, and the author's tone is quite friendly, though, for my money, a bit too chatty, but beginners might find this comforting. I would like to have seen a few more academic examples, such as slide design, but perhaps that just reflects my bias and not the needs of the average reader. Some of the analysis of examples, such as one of a community pool schedule, seem a bit belabored, as if they are the author's pet peeve projects. Again, this may provide benefit for users who can hang in there, and, at any rate, demonstrate the range of ID project examples. I was especially pleased to read, in the author's discussion of usability, a refutation of Tufte's alleged dismissive attitude toward that word if not that concern in ID.

This was required for a class. It is just okay. There are very few color photos and the ones included aren't the best examples. You have to study them to get the point of why they included them. A book on information design should follow the concepts thereof and include color throughout.

Love this textbook! Very informative. Presented in clear and concise manner. Easy to follow and

understand.

I ordered this book as my college had it listed as a required textbook. When I got to class, I learned that the college bookstore had made a mistake and that this book would not be used after all. The return time had passed, but I requested permission to return it to the marketplace seller. I have never had anything but a positive experience with anything so didn't think this would be a problem. The book was never cracked open, I was willing to pay return postage, and I figured the bookseller would have no problem moving it. The return was denied so here I sit with a textbook that I will never use and that will probably be outdated in a year. Again, this order was not fulfilled by , but by 007kitty. I think the return deadline could have been waived as it had only passed by a couple of weeks.

We've given this book the "EDITOR'S CHOICE" award in DTG Magazine and [...] because of its importance to designers and visual communicators. As graphic design made the transition into information design, and culture evolved from the information age into the knowledge age there have been only a few books that rise to the status of milestones. The Practical Guide to Information Design is one of those milestone books that anyone in the visual communications field is obligated to read, learn and understand. In this book, Ronnie guides the designer through the analytical processes necessary to dissect large quantities of information into logical "gulps", and then organize it so readers can clearly utilize the information towards the intended goals. Her writing combines strength with sensitivity, with references and supporting matter all along the way. Fred Showker, Editor/Publisher, DTG Magazine

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