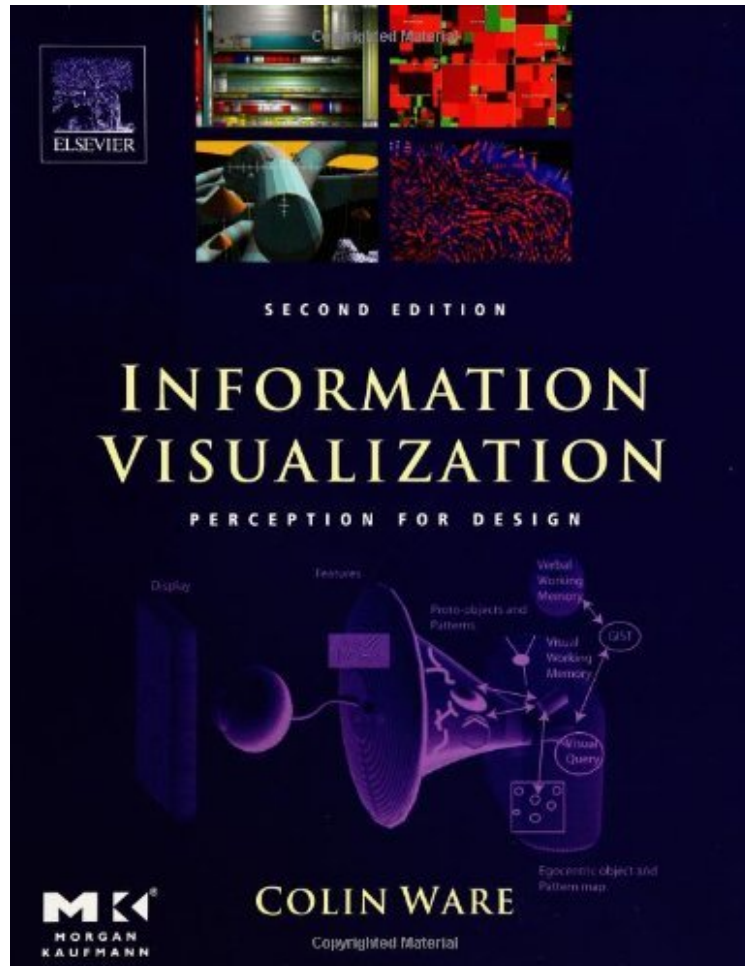


(Library ebook) Information Visualization: Perception for Design (Interactive Technologies)

Information Visualization: Perception for Design (Interactive Technologies)

Von Colin Ware

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Von Colin Ware : Information Visualization: Perception for Design (Interactive Technologies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Information Visualization: Perception for Design (Interactive Technologies):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Complex scientific informationVon M. MeyerA highly complex book about the scientific background of information visualization. The book covers all important aspects (Types of Data, Human system of Pattern perception, and presentation of data) in great detail and with a lot of scientific explanation.The book is aimed at students of the visual arts who need or want a solid background for their work. But only 4 stars due to the fact that actual application of the conclusions is not covered in great depth. Not a book for people who need fast and workable rules for better

visualization of data.

Kurzbeschreibung Information Visualization is the major revision of a classic work on information visualization. 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. This is the first work to use the science of perception to help serious designers and analysts optimize understanding and perception of their data visualizations. This unique and essential guide to human visual perception and related cognitive principles will enrich courses on information visualization and empower designers to see their way forward. Its updated review of empirical research and interface design examples will do much to accelerate innovation and adoption of information visualization. New to this edition are a new chapter on visual thinking, new sections on face perception and flow visualization, and a much-expanded chapter on color and color sequences. This book will appeal to interaction designers; graphic designers of all kinds (including web designers); financial analysts; research scientists and engineers; data miners; and managers faced with information-intensive challenges. *First work to use the science of perception to help serious designers and analysts optimize understanding and perception of their data visualizations.* Major revision of this classic work, with a new chapter on visual thinking, new sections on face perception and flow visualization, and a much expanded chapter on color and color sequences. *New to this edition is the full color treatment throughout, to better display over 400 illustrations..deMost designers know that yellow text presented against a blue background reads clearly and easily, but how many can explain why? Information Visualization: Perception for Design explores the art and science of why we see objects the way we do. Although more technical than most graphic design books, the book "is intended to make [the data from the science and study of visualization] available to the non-specialist." Each chapter focuses on a different facet of human vision, like "Lightness, Brightness, Contrast, and Constancy" in chapter 3, or "Static and Moving Patterns" in chapter 4. Although the author tries to put a great deal of scientific research data into pedestrian terms, the nature of the subject matter and the papers from which he culls his information make this task an uphill battle from the start. As a result, the book is full of valuable information, but it may not necessarily be right for the average graphic designer looking for a new inspirational spin. Serious interface designers, presentation designers, data analyzers, or any artist tasked with presenting ideas in a visual format, though, should come away from Information Visualization with a clearer understanding of the inner workings of perception. At the very least, they'll be able to explain why yellow text against blue is a good combination. --Mike CaputoPressestimmen"Ware's updated review of empirical research and interface design examples will do much to accelerate innovation and adoption of information visualization."--Ben Shneiderman, University of Maryland