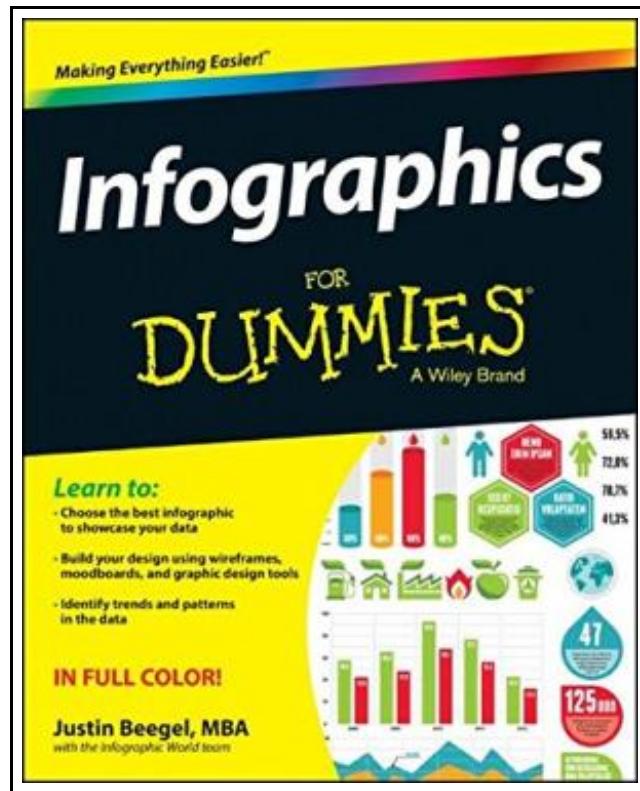


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Reviews

It is one of the best book. Better then never, though i am quite late in start reading this one. You wont feel monotony at any moment of the time (that's what catalogues are for regarding in the event you check with me).

(Dr. Kristin Dickens)

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For Dummies. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 9.1in. x 7.5in. x 0.8in. Create stunning infographics with this hands-on guide! *Infographics For Dummies* is a comprehensive guide to creating data visualization with viral appeal. Written by the founder of Infographic World, a New York City based infographic agency, and his top designers, the book focuses on the how-to of data, design, and distribution to create stunning, shareable infographics. Step-by-step instruction allows you to handle data like a pro, while creating eye-catching graphics with programs like Adobe Illustrator and Photoshop. The book walks you through the different types of infographics, explaining why they're so effective, and when they're appropriate. Ninety percent of the information transmitted to your brain is visual, so it's important to tickle the optic nerves to get people excited about your data. Infographics do just that. Much more exciting than a spreadsheet, infographics can add humor, interest, and flash while imparting real information. Putting your data in graphic form makes it more likely to be shared via Twitter, Facebook, Pinterest, and other social media sites, and the visual interest makes it less likely to be ignored. *Infographics For Dummies* provides a tried-and-true method for creating infographics that tell a story and get people excited. Topics include: Talking to clients about the data, Discovering trends, outliers, and patterns, Designing with mood boards and wireframes, Launching and promoting your infographic. The book, written by Justin Beegel, MBA, founder of Infographic World, Inc., describes the elements of a successful infographic, and stresses the must-have ingredients that get your data noticed. Humans are visual creatures, telling stories in a visual way. In today's world filled with data and messaging, an infographic is one of the best ways to get your point across. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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