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Info We Trust: How to Inspire the World with Data (Hardback)

By Rj Andrews

John Wiley & Sons Inc, United States, 2019. Hardback. Condition: New. 1. Auflage. Language: English. Brand new Book. How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating Info We Trust is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts -- but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation -- what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. Info...



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