Information Visualization: Perception for Design (Interactive Technologies) PDF
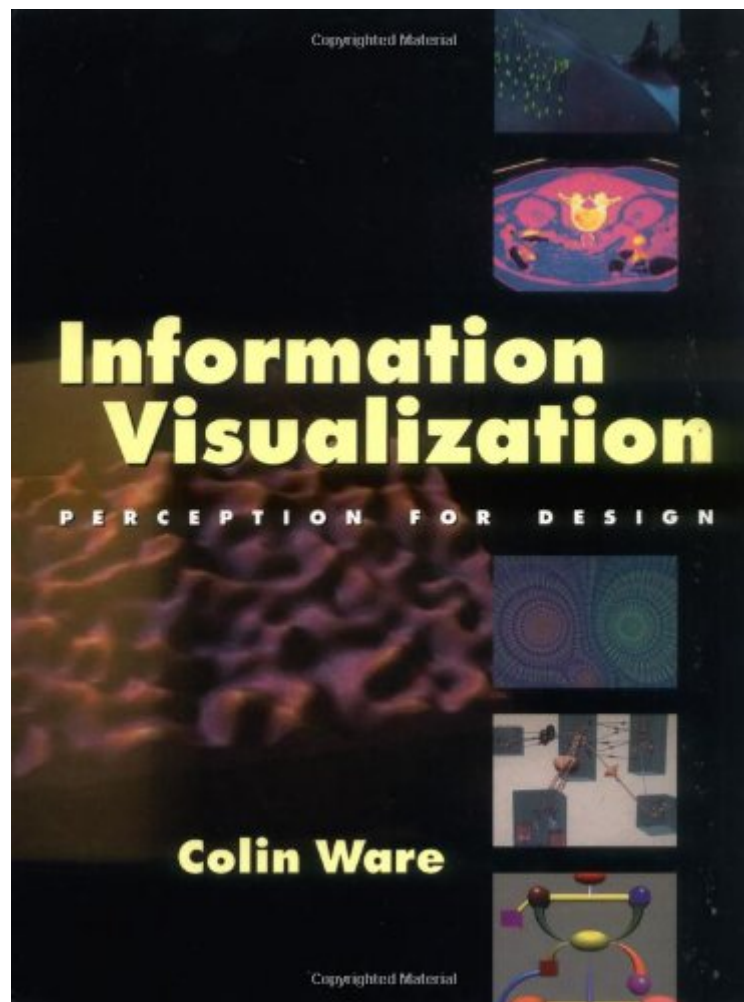

Information Visualization: Perception for Design (Interactive Technologies) by Colin Ware ISBN 1558605118

This is the first book to combine a strictly scientific approach to human perception with a practical concern for the rules governing the effective visual presentation of information. Surveying the research of leading psychologists and neurophysiologists, the author isolates key principles at work in vision and perception, and from them, derives specific, effective visualization techniques, suitable for a wide range of scenarios. You can apply these principles in ways to optimize how others perceive visual information-resulting in improved clarity,

utility, and persuasiveness. Likewise, you can apply them to your
own exploratory data analyses to develop display strategies that
make data patterns and their significance easier to discern.

Information Visualization transcends the often-divergent approaches to
visualization taken by individual disciplines. It will prove a
fascinating, practical resource for anyone who uses graphical
presentation as a key to successful analysis and communication:
graphic artists, user interface/interaction designers, financial
analysts, data miners, and managers faced with information-intensive
challenges.

* Brings current scientific insight to the study of data visualization.
* Explains multiple facets of visual perception: color, organization, space, motion, texture, and the relationship between images and words.
* Explores strategies for designing glyphs and icons to optimize a GUI's effectiveness and ease of use.
* Examines the distinctions between word-based and image-based perception and develops guidelines for choosing between verbal and graphical communication approaches.
* Presents successful techniques for displaying geographical and other data in multiple layers.
* Offers rules for designing easily navigable data spaces in VRML.
* Supports points with numerous illustrations, including over thirty color images.

Information Visualization: Perception for Design (Interactive Technologies) Review

This Information Visualization: Perception for Design (Interactive Technologies) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Information Visualization: Perception for Design (Interactive Technologies) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Information Visualization: Perception for Design (Interactive Technologies) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Information Visualization: Perception for Design (Interactive Technologies) having great arrangement in word and layout, so you will not really feel uninterested in reading.