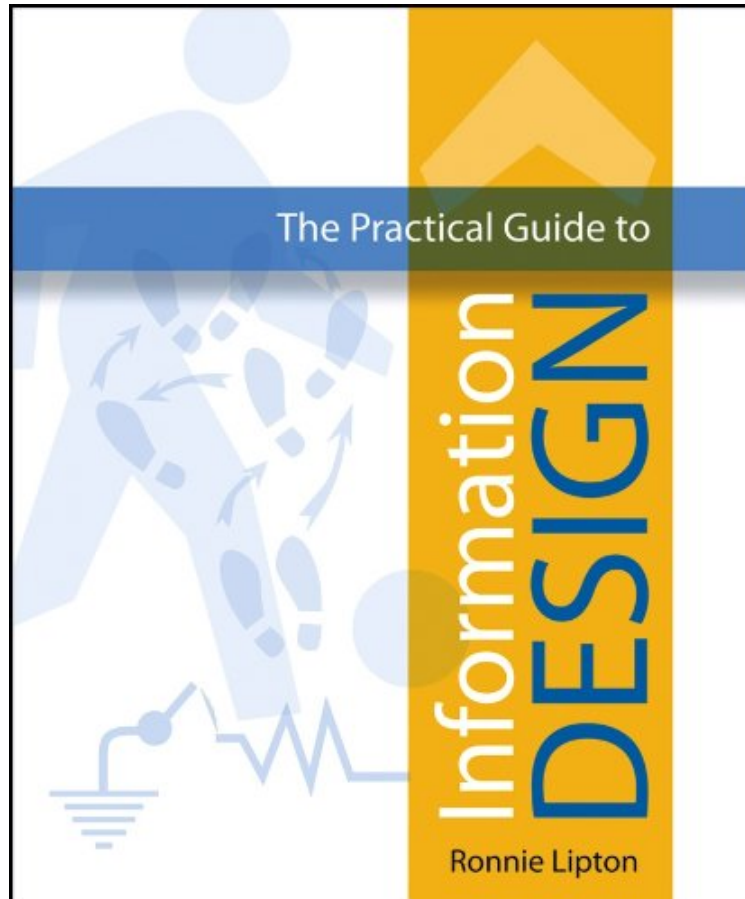


The Practical Guide to Information Design

Ronnie Lipton

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Ronnie Lipton : The Practical Guide to Information Design before purchasing it in order to gage whether or not it would be worth my time, and all praised The Practical Guide to Information Design:

0 of 0 people found the following review helpful. Good book, but drags out chapters with long detailed ...By CustomerGood book, but drags out chapters with long detailed stories and I found it very time consuming to complete chapters.6 of 6 people found the following review helpful. Great comprehensive introduction to IDBy John DThis 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.0 of 0 people

found the following review helpful. There are very few color photos and the ones included aren't the best examples. You have to study them to get ...By CustomerThis 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.

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

From the Back CoverThe 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 About the AuthorRonnie 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.