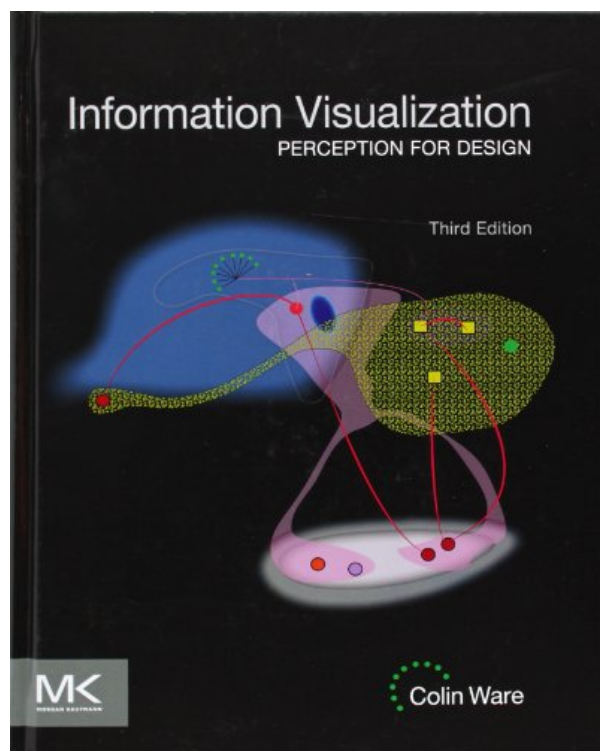
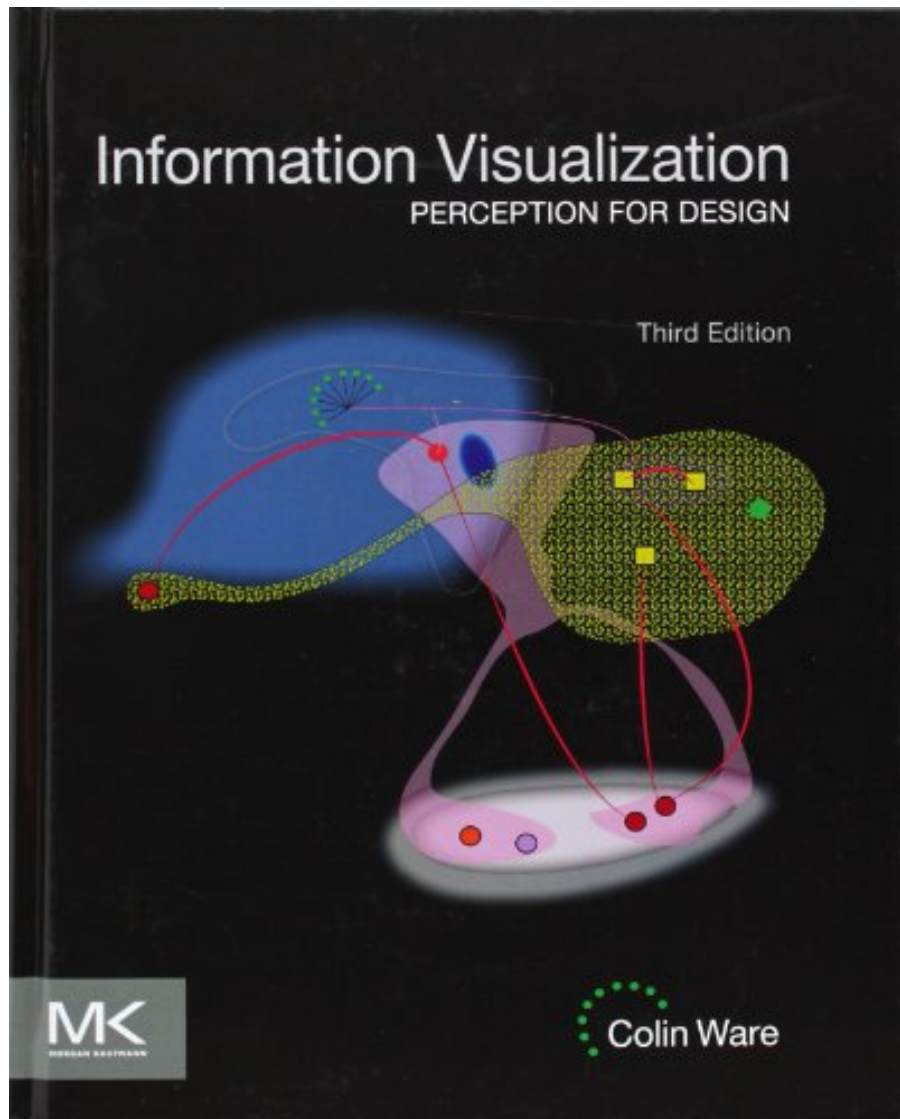


INFORMATION VISUALIZATION, THIRD EDITION: PERCEPTION FOR DESIGN (INTERACTIVE TECHNOLOGIES) BY COLIN WARE



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Review

"Oh my God, the Bible just got better. There is no book that I rely on more in my work than *Information Visualization: Perception for Design*, and with this third edition Colin Ware has made it more indispensable and easier to apply than ever."--Stephen Few, Principal, Perceptual Edge

"Drawing on his background in both computer science and the psychology of perception, Ware (coastal and ocean mapping, U. of New Hampshire) has become a leader in three-dimensional visualization systems, such as ocean currents and the movement of whales. For this third edition of his reference on what the science of perception reveals about visualization, he has clarified the design implications of research in perception, and increased the emphasis on the process of visual thinking. The topics include foundations for an applied science of data visualization, color, static and moving pictures, visual objects and data objects, and interacting with visualization."--Reference and Research Book News, August 2012, page 7

From the Back Cover

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Colin Ware outlines the key principles for a wide range of applications and designs, providing designers with the tools to create visualizations of improved clarity, utility and persuasiveness. The book continues to be the

key resource for practical design guidelines, based on perception, which can be applied by practitioners, students and researchers alike.

About the Author

The author takes the "visual" in visualization very seriously. Colin Ware has advanced degrees in both computer science (MMath, Waterloo) and the psychology of perception (Ph.D., Toronto). He has published over a hundred articles in scientific and technical journals and at leading conferences, many of which relate to the use of color, texture, motion, and 3D in information visualization. In addition to his research, Professor Ware also builds useful visualization software systems. He has been involved in developing 3D interactive visualization systems for ocean mapping for over twelve years, and he directed the development of the NestedVision3D system for visualizing very large networks of information. Both of these projects led to commercial spin-offs. Professor. Ware recently moved from the University of New Brunswick in Canada to direct the Data Visualization Research Laboratory at the University of New Hampshire.

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Most designers know that yellow text presented against a blue background reads clearly and easily, but how many can explain why, and what really are the best ways to help others and ourselves clearly see key patterns in a bunch of data? When we use software, access a website, or view business or scientific graphics, our understanding is greatly enhanced or impeded by the way the information is presented.

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. The book offers practical guidelines that can be applied by anyone: interaction designers, graphic designers of all kinds (including web designers), data miners, and financial analysts.

- Complete update of the recognized source in industry, research, and academic for applicable guidance on information visualizing.
 - Includes the latest research and state of the art information on multimedia presentation.
 - More than 160 explicit design guidelines based on vision science.
 - A new final chapter that explains the process of visual thinking and how visualizations help us to think about problems.
 - Packed with over 400 informative full color illustrations, which are key to understanding of the subject.
-
- Sales Rank: #182786 in Books
 - Published on: 2012-06-01
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 - Dimensions: 9.30" h x 1.30" w x 7.60" l, 3.20 pounds
 - Binding: Hardcover
 - 536 pages

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Colin Ware outlines the key principles for a wide range of applications and designs, providing designers with the tools to create visualizations of improved clarity, utility and persuasiveness. The book continues to be the key resource for practical design guidelines, based on perception, which can be applied by practitioners, students and researchers alike.

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Most helpful customer reviews

15 of 15 people found the following review helpful.

Information graphics meet cognitive psychology

By Alberto Cairo Touriqo

I read the 2nd ed. of this book, years and years ago. I remember that it was a life-changing experience. Having worked in information graphics and visualization in newspapers and magazines, Ware's thoughts made a lot of things suddenly make sense. If you work in this area and wish to have a more scientifically-grounded approach to it, this is a good place to start.

12 of 12 people found the following review helpful.

Authoritative Reference for Understanding "Design Perception"

By CMOS

This book does not mess around. If you truly want to understand why human beings see things the way they do in the world of design (including areas like universal signage, graphic arts, and infographics), and are willing to put in the time to read the science presented in this book, you will be rewarded with a level of understanding that probably fewer than 5% of all marketers and graphic designers possess. This is not a fluff book; it's as much academic as it is instructional in terms of design concepts (things to do, things to avoid, etc). It will require concentration and a quiet place to absorb what's being taught. If you want a book on how to make frilly Illustrator Symbols, this is not that book -- there are dozens of others for that purpose.

This book teaches you the most important thing about design and symbology; it explains *why* certain types of designs resonate with most people, and why others don't... basically giving you a window into the human brain and the eye-brain perception system. If you really want to learn something and not just how and when to press a few buttons, this is a book that does not have any peers as far as I can tell. Note: I'm not a scientist or someone who works in academia so that is not a requirement to understand the book, but as I said it does require concentration.

0 of 4 people found the following review helpful.

One Star

By Juanita

Waaaaay more technical than I was expecting.

Anyone want to buy it off me?! :)

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