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Making Sense of Data III: A Practical Guide to Designing Interactive Data Visualizations (Paperback)

By Glenn J. Myatt, Wayne P. Johnson

John Wiley and Sons Ltd, United States, 2011. Paperback. Book Condition: New. 234 x 155 mm. Language: English . Brand New Book. Focuses on insights, approaches, and techniques that are essential to designing interactive graphics and visualizations Making Sense of Data III: A Practical Guide to Designing Interactive Data Visualizations explores a diverse range of disciplines to explain how meaning from graphical representations is extracted. Additionally, the book describes the best approach for designing and implementing interactive graphics and visualizations that play a central role in data exploration and decision-support systems. Beginning with an introduction to visual perception, Making Sense of Data III features a brief history on the use of visualization in data exploration and an outline of the design process. Subsequent chapters explore the following key areas: * Cognitive and Visual Systems describes how various drawings, maps, and diagrams known as external representations are understood and used to extend the mind's capabilities * Graphics Representations introduces semiotic theory and discusses the seminal work of cartographer Jacques Bertin and the grammar of graphics as developed by Leland Wilkinson * Designing Visual Interactions discusses the four stages of design process analysis, design, prototyping, and evaluation and covers the important...



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