



Infographics: Designing & Visualizing Data



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Infographics: Designing & Visualizing Data

Wang Shaoqiang

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In a world shaped by waves of information, it is of vital importance to develop effective strategic methods of making key data stand out to its target audience. Infographics, which are now used regularly by organizations worldwide, have become a key method for achieving this aim. This book is a comprehensive reference guide for this vital technique.

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240 pages

Review

Each book published by Promopress is a piece of design in itself with high quality visual content to assist students when reviewing books and collecting visual evidence during the research stage of the design process. Another example is Infographics: Designing & Visualizing Data where, again, interviews with designers let us understand the design process followed, the importance to focus on user needs, and the objectives behind each infographics solution. --Dr Maria Lonsdale, MA/MSc Design Programme Leader, Lecturer in Graphic Design, School of Design, University of Leeds

About the Author

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts, where he is dean of the design, visualization and animation department. He is the founder of Sandu Publishing, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of Design 360 magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards."

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