



Information Visualization, Second Edition: Perception for Design (Interactive Technologies)

By Colin Ware

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Information Visualization, Second Edition: Perception for Design (Interactive Technologies) By Colin Ware

Information Visualization is the major revision of a classic work on information visualization. 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. This is the first work to use the science of perception to help serious designers and analysts optimize understanding and perception of their data visualizations.

This unique and essential guide to human visual perception and related cognitive principles will enrich courses on information visualization and empower designers to see their way forward. Its updated review of empirical research and interface design examples will do much to accelerate innovation and adoption of information visualization. New to this edition are a new chapter on visual thinking, new sections on face perception and flow visualization, and a much-expanded chapter on color and color sequences.

This book will appeal to interaction designers; graphic designers of all kinds (including web designers); financial analysts; research scientists and engineers; data miners; and managers faced with information-intensive challenges.

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*New to this edition is the full color treatment throughout, to better display over 400 illustrations.

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Editorial Review

Review

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?**Ben Shneiderman**, University of Maryland

"Colin Ware is the perfect person to write this book, with a long history of prominent contributions to the visual interaction with machines and to information visualization directly. It goes a long way towards joining science to the practical design of information visualization systems."

?from the foreword by **Stuart Card**, PARC

"Better than anyone else that I've encountered in my work, Colin Ware explains how visual perception works and how it applies to data presentation." - Stephen Few -- Intelligent Enterprise

From the Back Cover

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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 web site, or view graphics, our understanding is greatly enhanced or impeded by the way information is presented. By explaining in detail how we think visually, this book provides guidance on how to construct effective interactive information displays.

This book combines 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, author Colin Ware isolates key principles at work in vision and perception, and from them derives specific and effective visualization techniques suitable for a wide range of scenarios.

Information Visualization offers practical guidelines that can be applied by anyone, and covers all facets of visual perception: color, organization, space perception, motion, and texture.

* Major revision of this classic work, with a new chapter on visual thinking, new sections on face perception and flow visualization, an appendix on how to evaluate visualizations, and a greatly expanded chapter on color and color sequences.

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*From a leading researcher in the field of human perception who has brought together, in a single resource, all current scientific insight into the question of data visualization.

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.

Users Review

From reader reviews:

Paul Birch:

Nowadays reading books be a little more than want or need but also be a life style. This reading practice give you lot of advantages. Advantages you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The details you get based on what kind of guide you read, if you want attract knowledge just go with education books but if you want sense happy read one having theme for entertaining including comic or novel. Often the Information Visualization, Second Edition: Perception for Design (Interactive Technologies) is kind of guide which is giving the reader unstable experience.

Patricia Glover:

Precisely why? Because this Information Visualization, Second Edition: Perception for Design (Interactive Technologies) is an unordinary book that the inside of the publication waiting for you to snap this but latter it will distress you with the secret the idea inside. Reading this book alongside it was fantastic author who else write the book in such incredible way makes the content inside easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of rewards than the other book have such as help improving your expertise and your critical thinking technique. So , still want to hesitate having that book? If I ended up you I will go to the e-book store hurriedly.

Nathan Osborne:

On this era which is the greater man or woman or who has ability to do something more are more treasured than other. Do you want to become one among it? It is just simple approach to have that. What you should do is just spending your time very little but quite enough to possess a look at some books. Among the books in the top list in your reading list is definitely Information Visualization, Second Edition: Perception for Design

(Interactive Technologies). This book and that is qualified as The Hungry Hills can get you closer in turning into precious person. By looking upward and review this publication you can get many advantages.

Shalon Dougherty:

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