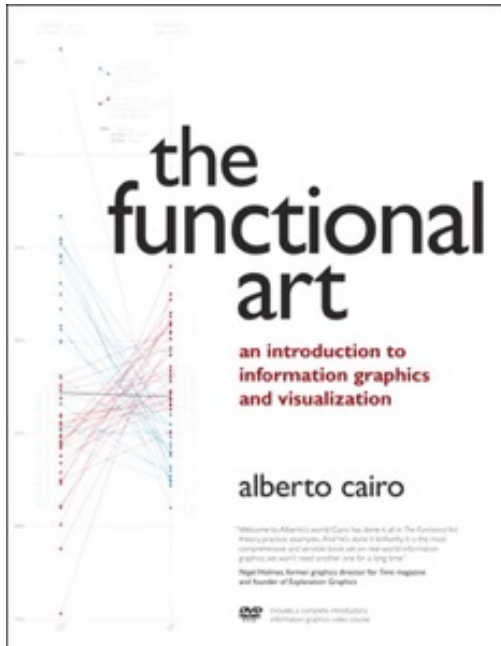


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You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including *Condé Nast Traveler's* John Grimwade, *National Geographic Magazine's* Fernando Baptista, *The New York Times's* Steve Duenes, *The Washington Post's* Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers.

The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as “functional art” rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

## **On the DVD-ROM:**

In this introductory video course on information graphics, Alberto Cairo goes into greater detail with

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