



Information Visualization: Perception for Design (Interactive Technologies)

By Colin Ware

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By Colin Ware

This is the first book to combine 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, the author isolates key principles at work in vision and perception, and from them, derives specific, effective visualization techniques, suitable for a wide range of scenarios. You can apply these principles in ways to optimize how others perceive visual information—resulting in improved clarity, utility, and persuasiveness. Likewise, you can apply them to your own exploratory data analyses to develop display strategies that make data patterns and their significance easier to discern.

Information Visualization transcends the often-divergent approaches to visualization taken by individual disciplines. It will prove a fascinating, practical resource for anyone who uses graphical presentation as a key to successful analysis and communication: graphic artists, user interface/interaction designers, financial analysts, data miners, and managers faced with information-intensive challenges.

- * Brings current scientific insight to the study of data visualization.
- * Explains multiple facets of visual perception: color, organization, space, motion, texture, and the relationship between images and words.
- * Explores strategies for designing glyphs and icons to optimize a GUI's effectiveness and ease of use.
- * Examines the distinctions between word-based and image-based perception and develops guidelines for choosing between verbal and graphical communication approaches.
- * Presents successful techniques for displaying geographical and other data in multiple layers.
- * Offers rules for designing easily navigable data spaces in VRML.
- * Supports points with numerous illustrations, including over thirty color images.

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Editorial Review

Amazon.com Review

Most designers know that yellow text presented against a blue background reads clearly and easily, but how many can explain why? *Information Visualization: Perception for Design* explores the art and science of why we see objects the way we do.

Although more technical than most graphic design books, the book "is intended to make [the data from the science and study of visualization] available to the non-specialist." Each chapter focuses on a different facet of human vision, like "Lightness, Brightness, Contrast, and Constancy" in chapter 3, or "Static and Moving Patterns" in chapter 4.

Although the author tries to put a great deal of scientific research data into pedestrian terms, the nature of the subject matter and the papers from which he culls his information make this task an uphill battle from the start. As a result, the book is full of valuable information, but it may not necessarily be right for the average graphic designer looking for a new inspirational spin. Serious interface designers, presentation designers, data analyzers, or any artist tasked with presenting ideas in a visual format, though, should come away from *Information Visualization* with a clearer understanding of the inner workings of perception. At the very least, they'll be able to explain why yellow text against blue is a good combination. --Mike Caputo

From the Back Cover

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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

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Samuel Salamanca:

Now a day people who Living in the era exactly where everything reachable by connect to the internet and the resources within it can be true or not call for people to be aware of each data they get. How many people to be smart in obtaining any information nowadays? Of course the solution is reading a book. Reading through a book can help men and women out of this uncertainty Information specially this Information Visualization: Perception for Design (Interactive Technologies) book as this book offers you rich facts and knowledge. Of course the information in this book hundred percent guarantees there is no doubt in it you know.

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Spent a free time for you to be fun activity to try and do! A lot of people spent their free time with their family, or their very own friends. Usually they undertaking activity like watching television, going to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own personal free time/ holiday? Could be reading a book can be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to try look for book, may be the book untitled Information Visualization: Perception for Design (Interactive Technologies) can be very good book to read. May be it might be best activity to you.

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Kelly Mays:

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