



Information Graphics

Sandra Rendgen

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Information Graphics Sandra Rendgen

Seeing is understanding. How complex ideas can be communicated via graphics. Einstein once said: "If you can't explain it simply, you don't understand it well enough." The amount of data we deal with today is overwhelming for everyone, from newspaper readers to laboratory scientists. The good news is that there are professionals that dedicate their time and lives to helping people understand complex situations, data sets, or even simple schemes that can be communicated much easier via a drawing than with words. The book presents a historical perspective to the subject, highlighting the work of the masters of the profession who have created a number of breakthroughs that were eventually adopted as new visual ways to communicate. Advice from leading professionals such as Nigel Holmes, Paolo Ciuccarelli, Richard Saul Wurman, and Simon Rodgers is also included. Following an in-depth introduction are over 400 examples of works, each with a fact sheet and an explanation of methods and objectives.

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480 Seiten

Kurzbeschreibung

Wie komplexe Ideen durch Grafiken erklärt werden Über den Autor und weitere Mitwirkende

Die Autorin:Sandra Rendgen ist Kunsthistorikerin und hat im Printbereich wie für interaktive Medien gearbeitet. Nach ihrem Studium in Amsterdam und Berlin arbeitete sie als freie Bildredakteurin für Vanity Fair, Welt am Sonntag und TASCHENs Interiors Now!. Als Redakteurin entwickelt sie interaktive Medien-Installationen für Museen und Institutionen.Der Herausgeber:Der gebürtige Brasilianer Julius Wiedemann zog nach seinem Grafikdesign- und Marketingstudium nach Japan und arbeitete in Tokio als Kunstredakteur für digitale Medien und Designmagazine. Zu seinen TASCHEN-Titeln aus unserer Digital- und Medienreihe zählen Illustration Now!, Advertising Now, Logo Design und Brand Identity Now!

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