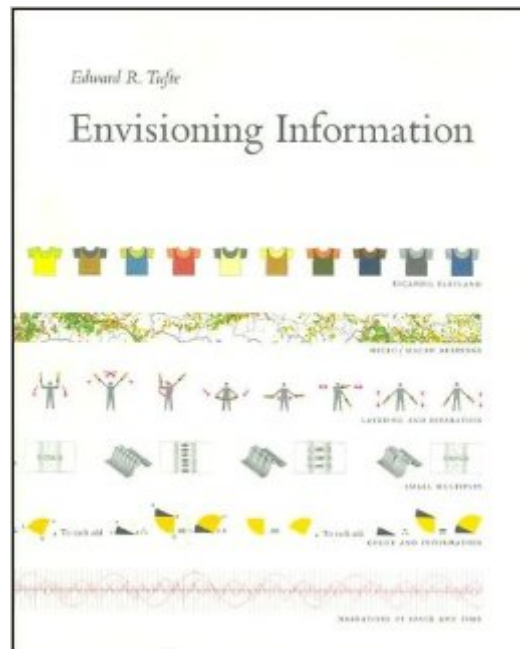


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# Envisioning Information



## Synopsis

This book celebrates escapes from the flatlands of both paper and computer screen, showing superb displays of high-dimensional complex data. The most design-oriented of Edward Tufte's books, *Envisioning Information* shows maps, charts, scientific presentations, diagrams, computer interfaces, statistical graphics and tables, stereo photographs, guidebooks, courtroom exhibits, timetables, use of color, a pop-up, and many other wonderful displays of information. The book provides practical advice about how to explain complex material by visual means, with extraordinary examples to illustrate the fundamental principles of information displays. Topics include escaping flatland, color and information, micro/macro designs, layering and separation, small multiples, and narratives. Winner of 17 awards for design and content. 400 illustrations with exquisite 6- to 12-color printing throughout. Highest quality design and production. --This text refers to the Paperback edition.

## Book Information

Hardcover: 126 pages

Publisher: Graphics Press (January 1990)

Language: English

ISBN-10: 0961392118

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Product Dimensions: 10.8 x 8.9 x 0.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (111 customer reviews)

Best Sellers Rank: #13,520 in Books (See Top 100 in Books) #2 in [Books > Textbooks >](#)

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## Customer Reviews

Passionate exposition on effective visualizations. Key takeaways are small-multiples, use of color, and use of details. However, the material on maps is sketchy. While mostly good, it is also distractedly didactic. While a must-have in any collection on data visualizations, for people looking for only one book on effective data visualizations, this is not it. This book is like the poetry of visualizations; you will need to supplement it with books that are the prose of visualizations - see suggestions at the end of the review. Why 3 Stars???-----I initially gave this four stars, but then changed it to three stars. This may seem harsh, but hear me out. There is lots that is good in

the book. However, this book's focus is more on cartography and maps. And this is where it falls short. It does not address the issue of map based visualizations in any sort of depth. Not much space is devoted to the different types of map based visualizations - dot plots, qualitative and quantitative choropleths (color patches), heatmaps, proportional bars, 3D maps, maps with variable sized markers, isopleths, flow maps, dot-location maps, graduated symbol maps, and much, much, more. The other reason for deducting two stars is the fact that this book, in 2009, does read a bit dated. It is a beautifully laid out book, that almost falls into the coffee-table book category, but looking beyond that, the material does show its age. 10 or 15 years ago the rating would have been 4 or 5 stars. Perhaps unfair on my part...Excerpt:-----On the topic of spatial maps, Tufte highlights a problem that may emerge with conventional choropleths (blot maps): "(they)... paint over areas formed by given geographic or political boundaries ...

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Information Processing with Evolutionary Algorithms: From Industrial Applications to Academic Speculations (Advanced Information and Knowledge Processing)  
Building Enterprise Information Architectures: Reengineering Information Systems  
Data Information Literacy: Librarians, Data, and the Education of a New Generation of Researchers (Purdue information literacy handbooks)  
Reference and Information Services: An Introduction, 4th Edition (Library and Information Science Text)  
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CDC Health Information for International Travel 2012: The Yellow Book (CDC Health Information for International Travel: The Yellow Book)  
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