Cool Infographics: Effective Communication with Data Visualization and Design

By Randy Krum

Cool Infographics: Effective Communication with Data Visualization and Design By Randy Krum

Make information memorable with creative visual design techniques

Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data.

- Explains why infographics and data visualizations work
- Shares the tools and techniques for creating great infographics
- Covers online infographics used for marketing, including social media and search engine optimization (SEO)
- Shows how to market your skills with a visual, infographic resume
- Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers

With *Cool Infographics*, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

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Cool Infographics: Effective Communication with Data Visualization and Design By Randy Krum Bibliography

- Sales Rank: #259932 in eBooks
- Published on: 2013-10-23
- Released on: 2013-10-23
- Format: Kindle eBook

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Editorial Review

Q&A with the Author

Randy Krum

How is *Cool Infographics* different?

This is a how-to book for designers and marketers. With over 100 examples of successful infographics from designers all over the world, this book explains the complete design and promotion process. It's not just the great infographics themselves, but the whole package of topic selection, design, publishing and promotion.

Designing a good infographic is only the first step. For an infographic to be successful, you need to follow-through by developing a good landing page, promoting your own content and finally executing an outreach plan to expose the infographic to a wide audience. *Cool Infographics* spells out the entire process for CEOs, Marketers, Designers and Entrepreneurs.

Why are infographics valuable for businesses?

All companies want to communicate effectively with their customers, shareholders and employees. Infographics can break through the immense amount of data and information people are exposed to every day. Data visualizations and infographics provide three key advantages:

1. Well designed infographics are quick and easy for the readers to understand
2. Visuals increase how much information your audience remembers by 650% over text alone
3. Images like infographics are incredibly easy to share online and attract more attention

Is *Cool Infographics* a design book or a marketing book?

Both -- *Cool Infographics* is a book about using good visual design as part of a broader marketing strategy. Marketing your company brand, your business model, your ideas, your products, your financial results, your business processes, and even yourself.

It doesn't matter if you are a graphic designer or if you will be working with a designer. The tips and strategies in this book will help you create engaging visual content that your audience will love. Although infographics are the focus, the strategies about developing, publishing and promoting content online apply to all types of content.

Review

"That said, this book is a great introduction to the subject." ("Significance", 16 July 2014)

From the Back Cover

Your data tells a story. Make it unforgettable with infographics

Cool infographics tell a story visually — an engaging story built with your data. More than just using pictures or colorful charts, infographics create the type of visual representation that your audience will quickly grasp and remember. This innovative guide prepares you for creating compelling infographics for online marketing, business reports, and presentations, as well as designing your own infographic resume.

- Discover what makes infographics work
- Structure information into a simple 3-part story
- Clarify the design process and follow infographic design rules
- Implement an infographic launch strategy to maximize SEO value
- Design a personal infographic resume to market yourself

Visit coolInfographics.com for information about good infographic design, links to design tools, infographic posters, and more

Users Review

From reader reviews:

Lavelle Hildreth:

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Mary Lamm:

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Sherry Francis:

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