



Infographics Designers' Sketchbooks

By Steven Heller, Rick Landers

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We are living in a golden age of data visualization, in which designers are responding to the information overload of our digital era with astonishing feats of visual thinking. Using a wide variety of techniques, they transform complex ideas into clear, engaging, and memorable infographics. In recent years, books and websites have been collecting the field's best. While stimulating, these finished projects offer little insight into how visual solutions were reached, making them of limited use to designers wanting to produce work of their own. In *Infographic Designers' Sketchbooks*, more than fifty of the world's leading graphic designers and illustrators open up their private sketchbooks to offer a rare glimpse of their creative processes. Emphasizing idea-generating methods—from doodles and drawings to three-dimensional and digital mock-ups—this revelatory collection is the first to go inside designers' studios to reveal the art and craft behind infographic design.

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Editorial Review

Review

"An essential source of inspiration for graphic designers, publishers, editorial designers and anyone looking to breathe some life into their data presentation, *Infographic Designers' Sketchbooks* provides an in-depth look at both the creative and production process behind the world's leading data visualizations." - *Cool Hunting*

"This colorful collection of doodles, drawings, and digital mock-ups offers invaluable insight into how a pile of statistics can evolve into artful diagrams about anything from the shopping habits of American men to the adulteration of olive oil." - *Fast Co.Design*

"The examples selected by Heller and Landers literally jump off the page. Like the info graphics collected here, *Infographic Designers' Sketchbooks* is revelatory." - *Communication Arts magazine*

"It's fascinating to go behind the scenes of a designer's work process, in the way it's fascinating to flip through another person's journal or leaf through the papers on their desk. If nothing else, the book is a testament to the sketching process. It shows how designers, and even non-designers, can use a pen and paper to sort through some hairy, complex ideas." - *WIRED.com*

"Careful analysis of each page and designer will yield a greater appreciation of this modern art form." - *Interior Design Magazine*

About the Author

Steven Heller is the cochair of the MFA Designer as Author Department at NY's School of Visual Arts. He is the author of many books, including *Graphic, Typography Sketchbooks, Scripts, and Shadow Type*.

Rick Landers is founding partner and co-creative director of graphic design studio Landers Miller Design.

Users Review

From reader reviews:

William Smith:

Nowadays reading books be than want or need but also turn into a life style. This reading practice give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book that will improve your knowledge and information. The information you get based on what kind of reserve you read, if you want have more knowledge just go with schooling books but if you want feel happy read one using theme for entertaining including comic or novel. Often the Infographics Designers' Sketchbooks is kind of book which is giving the reader unstable experience.

John McCraw:

The guide with title Infographics Designers' Sketchbooks has lot of information that you can understand it. You can get a lot of advantage after read this book. This kind of book exist new knowledge the information

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Jonathan Hickman:

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