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| | Note generali | Description based upon print version of record. |
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| | Nota di contenuto | Contents; How to Use This Book; Chapter 1 Looking With the Eye and Mind; Chapter 2 Choosing a Graph Format; Chapter 3 Creating the Framework, Labels, and Title; Chapter 4 Creating Pie Graphs, Divided-Bar Graphs, and Visual Tables; Chapter 5 Creating Bar-Graph Variants; Chapter 6 Creating Line-Graph Variants and Scatterplots; Chapter 7 Creating Color, Filling, and Optional Components; Chapter 8 How People Lie With Graphs; Chapter 9 Beyond the Graph; Appendix 1 Elementary Statistics for Graphs; Appendix 2 Analyzing Graphics Programs; Appendix 3 Summary of Psychological Principles; References Sources of Data and FiguresIndex; A; B; C; D; E; F; G; H; I; K; L; M; O; P; Q; R; S; T; U; V; W; X; Z |
| | Sommario/riassunto | Graphs have become a fixture of everyday life, used in scientific and business publications, in magazines and newspapers, on television, on billboards, and even on cereal boxes. Nonetheless, surprisingly few graphs communicate effectively, and most graphs fail because they do not take into account the goals, needs, and abilities of the viewers. In raph Design for Eye and Mind, Stephen Kosslyn addresses these problems by presenting eight psychological principles for constructing effective graphs. Each principle is solidly rooted both in the scientific |