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Sommario/riassunto	Most designers know that yellow text presented against a blue background reads clearly and easily, but how many can explain why, and what really are the best ways to help others and ourselves clearly see key patterns in a bunch of data? When we use software, access a website, or view business or scientific graphics, our understanding is greatly enhanced or impeded by the way the information is presented. This book explores the art and science of why we see objects the way we do. Based on the science of perception and vision, the author presents the key principles at work for a wide r