

1. Record Nr.	UNINA9910970533303321
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Titolo	Visual strategies : a practical guide to graphics for scientists & engineers // Felice C. Frankel & Angela H. DePace
Pubbl/distr/stampa	New Haven [Conn.] ; ; London, : Yale University Press, c2012
ISBN	0-300-18360-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (160 pages)
Altri autori (Persone)	DePaceAngela H. <1973->
Disciplina	501.4 302.2/2
Soggetti	Visual communication in science Science - Graphic methods Engineering - Graphic methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 153) and index.
Nota di contenuto	Overview -- Form and structure -- Process and time -- Compare and contrast -- Case studies -- Interactive graphics -- Visual index -- Appendix.
Sommario/riassunto	For researchers in all disciplines, this book offers a practical, hands-on course in communicating scientific findings and concepts through visual graphics Any scientist or engineer who communicates research results will immediately recognize this practical handbook as an indispensable tool. The guide sets out clear strategies and offers abundant examples to assist researchers--even those with no previous design training--with creating effective visual graphics for use in multiple contexts, including journal submissions, grant proposals, conference posters, or presentations. Visual communicator Felice Frankel and systems biologist Angela DePace, along with experts in various fields, demonstrate how small changes can vastly improve the success of a graphic image. They dissect individual graphics, show why some work while others don't, and suggest specific improvements. The book includes analyses of graphics that have appeared in such journals as Science , Nature , Annual Reviews , Cell , PNAS , and the New England Journal of Medicine , as well as an insightful personal conversation with designer Stefan Sagmeister and narratives by

prominent researchers and animators.
