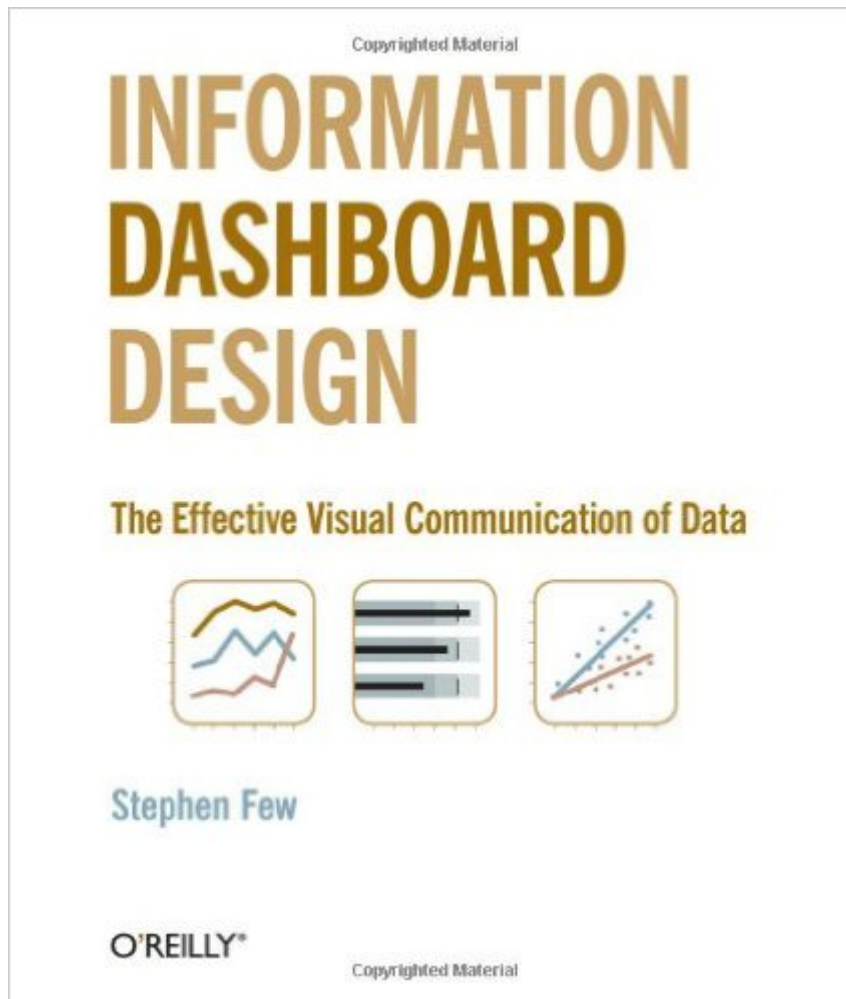


The book was found

# Information Dashboard Design: The Effective Visual Communication Of Data



## Synopsis

Dashboards have become popular in recent years as uniquely powerful tools for communicating important information at a glance. Although dashboards are potentially powerful, this potential is rarely realized. The greatest display technology in the world won't solve this if you fail to use effective visual design. And if a dashboard fails to tell you precisely what you need to know in an instant, you'll never use it, even if it's filled with cute gauges, meters, and traffic lights. Don't let your investment in dashboard technology go to waste. This book will teach you the visual design skills you need to create dashboards that communicate clearly, rapidly, and compellingly. Information Dashboard Design will explain how to:

- Avoid the thirteen mistakes common to dashboard design
- Provide viewers with the information they need quickly and clearly
- Apply what we now know about visual perception to the visual presentation of information
- Minimize distractions, cliches, and unnecessary embellishments that create confusion
- Organize business information to support meaning and usability
- Create an aesthetically pleasing viewing experience
- Maintain consistency of design to provide accurate interpretation
- Optimize the power of dashboard technology by pairing it with visual effectiveness

Stephen Few has over 20 years of experience as an IT innovator, consultant, and educator. As Principal of the consultancy Perceptual Edge, Stephen focuses on data visualization for analyzing and communicating quantitative business information. He provides consulting and training services, speaks frequently at conferences, and teaches in the MBA program at the University of California in Berkeley. He is also the author of *Show Me the Numbers: Designing Tables and Graphs to Enlighten*.

## Book Information

Paperback: 224 pages

Publisher: O'Reilly Media; 1 edition (January 1, 2006)

Language: English

ISBN-10: 0596100167

ISBN-13: 978-0596100162

Product Dimensions: 8.5 x 0.6 x 10 inches

Shipping Weight: 1.9 pounds

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (101 customer reviews)

Best Sellers Rank: #176,337 in Books (See Top 100 in Books) #32 in [Books > Computers &](#)

[Technology > Business Technology > Software > Presentation Software](#) #234 in [Books >](#)

[Business & Money > Skills > Running Meetings & Presentations](#) #239 in [Books > Textbooks >](#)

## Customer Reviews

One of the system architecture ideas that has waxed and waned over the years is the concept of an Information Dashboard... a single screen of data that summarizes key data points for quick monitoring by executives. But just throwing a few graphs on the web page isn't necessarily the right thing to do. Stephen Few covers the subject of dashboard design in his book *Information Dashboard Design : The Effective Visual Communication of Data*. Contents: Clarifying the Vision; Variations in Dashboard Uses and Data; Thirteen Common Mistakes in Dashboard Design; Tapping Into the Power of Visual Perception; Eloquence Through Simplicity; Effective Dashboard Display Media; Designing Dashboards for Usability; Putting it All Together; Appendix; Index For someone like me (not a whiz when it comes to graphic design) to really like a book of this nature is saying something. I actually understood everything he was writing, and I didn't think this was some self-serving "listen to me because I'm an expert" volume. The book is printed on heavy paper stock and full color, so the examples don't lose any impact in the normal translation to black and white. Lavishly illustrated with examples both good and bad, it's easy to see why some things work and some don't. Even designs that I thought "looked" professional had significant drawbacks. For instance, colors should represent the same thing throughout the page. Don't make a pie chart with a red slice if you want red to represent a danger indicator somewhere else on the screen. Minimize the non-data pixels so the eyes don't have to work at interpreting data from "fluff" (like graph lines). And when you're choosing graphing formats, make sure you choose ones which are relevant to the data being displayed.

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