



# Cool Infographics: Effective Communication with Data Visualization and Design

By Randy Krum

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## Cool Infographics: Effective Communication with Data Visualization and Design By Randy Krum

### Make information memorable with creative visual design techniques

Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data.

- Explains why infographics and data visualizations work
- Shares the tools and techniques for creating great infographics
- Covers online infographics used for marketing, including social media and search engine optimization (SEO)
- Shows how to market your skills with a visual, infographic resume
- Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers

With *Cool Infographics*, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

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## **Cool Infographics: Effective Communication with Data Visualization and Design** By Randy Krum **Bibliography**

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### Editorial Review

Amazon.com Review

### Q&A with the Author



Randy Krum

### How is *Cool Infographics* different?

This is a how-to book for designers and marketers. With over 100 examples of successful infographics from designers all over the world, this book explains the complete design and promotion process. It's not just the great infographics themselves, but the whole package of topic selection, design, publishing and promotion.

Designing a good infographic is only the first step. For an infographic to be successful, you need to follow-through by developing a good landing page, promoting your own content and finally executing an outreach plan to expose the infographic to a wide audience. *Cool Infographics* spells out the entire process for CEOs, Marketers, Designers and Entrepreneurs.

### Why are infographics valuable for businesses?

All companies want to communicate effectively with their customers, shareholders and employees. Infographics can break through the immense amount of data and information people are exposed to every day. Data visualizations and infographics provide three key advantages:

1. Well designed infographics are quick and easy for the readers to understand
2. Visuals increase how much information your audience remembers by 650% over text alone
3. Images like infographics are incredibly easy to share online and attract more attention

### Is *Cool Infographics* a design book or a marketing book?

Both -- *Cool Infographics* is a book about using good visual design as part of a broader marketing strategy. Marketing your company brand, your business model, your ideas, your products, your financial results, your business processes, and even yourself.

It doesn't matter if you are a graphic designer or if you will be working with a designer. The tips and strategies in this book will help you create engaging visual content that your audience will love. Although infographics are the focus, the strategies about developing, publishing and promoting content online apply to all types of content.

## Review

"That said, this book is a great introduction to the subject." ("Significance", 16 July 2014)

## From the Back Cover

Your data tells a story. Make it unforgettable with infographics

Cool infographics tell a story visually — an engaging story built with your data. More than just using pictures or colorful charts, infographics create the type of visual representation that your audience will quickly grasp and remember. This innovative guide prepares you for creating compelling infographics for online marketing, business reports, and presentations, as well as designing your own infographic resume.

- Discover what makes infographics work
- Structure information into a simple 3-part story
- Clarify the design process and follow infographic design rules
- Implement an infographic launch strategy to maximize SEO value
- Design a personal infographic resume to market yourself

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## Users Review

### From reader reviews:

#### Linda Spaulding:

What do you about book? It is not important along with you? Or just adding material when you really need something to explain what yours problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? Everyone has many questions above. They should answer that question due to the fact just their can do that. It said that about guide. Book is familiar in each person. Yes, it is appropriate. Because start from on guardería until university need this kind of Cool Infographics: Effective Communication with Data Visualization and Design to read.

#### Donald Cortes:

Information is provisions for those to get better life, information presently can get by anyone in everywhere. The information can be a understanding or any news even an issue. What people must be consider whenever those information which is inside the former life are difficult to be find than now could be taking seriously which one works to believe or which one the particular resource are convinced. If you obtain the unstable resource then you obtain it as your main information we will see huge disadvantage for you. All of those

possibilities will not happen within you if you take Cool Infographics: Effective Communication with Data Visualization and Design as the daily resource information.

**Bryan Donovan:**

People live in this new morning of lifestyle always try to and must have the extra time or they will get lots of stress from both lifestyle and work. So , when we ask do people have time, we will say absolutely yes. People is human not only a robot. Then we consult again, what kind of activity do you have when the spare time coming to anyone of course your answer will certainly unlimited right. Then do you try this one, reading textbooks. It can be your alternative throughout spending your spare time, the book you have read is actually Cool Infographics: Effective Communication with Data Visualization and Design.

**Paula Shepard:**

Cool Infographics: Effective Communication with Data Visualization and Design can be one of your nice books that are good idea. All of us recommend that straight away because this book has good vocabulary that can increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort to place every word into pleasure arrangement in writing Cool Infographics: Effective Communication with Data Visualization and Design however doesn't forget the main level, giving the reader the hottest as well as based confirm resource data that maybe you can be one of it. This great information may drawn you into new stage of crucial pondering.

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