



# The Practical Guide to Information Design

*Ronnie Lipton*

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## **The Practical Guide to Information Design** Ronnie Lipton

The definitive, behind-the-scenes guide to mastering information design

Finally, in one usable format, here's your single-volume resource for designing clear projects that really work for your audience. The Practical Guide to Information Design provides all the tools, resources, and best practices that designers need to create highly successful print and digital information design projects.

A brilliant combination of practice and theory, this highly visual book covers the principles of design, perception, and usability, complete with step-by-step examples that feature the work of today's leading professionals. Comprehensively illustrated with hundreds of valuable graphs, maps, tables, line drawings, and photos, The Practical Guide to Information Design features:

- \* Complete descriptions and comparisons of various formats
- \* A range of helpful exercises to reinforce covered material
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