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### The Wall Street Journal Guide to Information Graphics: The ...

The WSJ Guide to Information Graphics is an essential read for anyone whose job involves presentation of data and information. The book reads like a style guide, providing underlying methods for creating clear and informative charts and information graphics. Dona Wong was a former student of two designers I admire, Paul Rand and Edward Tufte.

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### The Wall Street Journal Guide to Information Graphics: The ...

The Wall Street Journal Guide to Information Graphics is straightforward and reads like a style guide, primarily using visual examples over text. Using side by side comparisons of what to do and what not to do, Wong covers everything from collecting data to visual design.

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## The ...

The Wall Street Journal Guide to Information Graphics. By Dona M. Wong. 160 pages, hardcover, \$29.95, published by W. W. Norton, [www.wwnorton.com](http://www.wwnorton.com). Information graphics is rarely taught in design schools or on-the-job, but sooner or later you may be called on to create a chart or graph to illustrate quantitative data for print, Web or a presentation.

## The Wall Street Journal Guide to Information Graphics

### ...

It doesn't go deep into theory or get sidetracked by the history of information graphics. It's page after page of dos and don'ts and really direct statements

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about what to do and what not to do. Here's a page to give you an idea: Bottom Line. The Wall Street Journal Guide to Information Graphics is all about fundamentals. So if you're new to data and information graphics, this is a good book to learn from.

### Review: The Wall Street Journal Guide to Information Graphics

To be fair to Ms. Dono M. Wong the first two causes of my disappointment with The Wall Street Journal Guide to Information graphics are on me. It is a short book. How many of us check the page count on prospective book buys. The 160 pages are slightly less

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information dense than they could be because space is used in a way more like an ...

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Illustration from The Wall Street Journal Guide to Information Graphics. In any story, content comes first. The three essential elements of good information graphics are: Rich content brings meaning to a graphic. Inviting visualization interprets the content and highlights the essence of the information for the reader.

[Data Visualization Q&A with Dona Wong, author of](#)

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The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures W. W. Norton & Company January 4, 2010

### Dona Wong - Senior Vice President, Digital Strategy ...

—Excerpt from The Wall Street Journal Guide to Information Graphics. Dona Wong 3 Simple tests Does the graphic work in black & white? Does the graphic pass the 5-second test? Does the graphic tell a story? Guide to Information Graphics the dos and don'ts of presenting data, facts, and figures Dona M. Wong. Vancouver R. Seattle



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