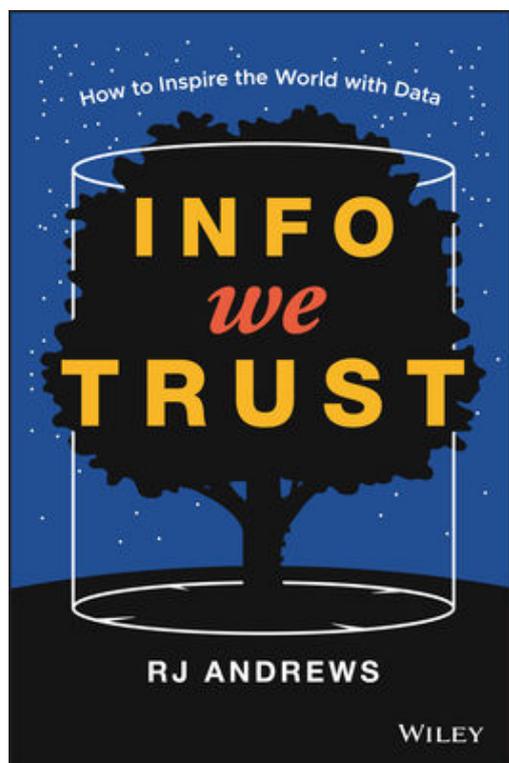


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How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing.

Creating *Info We Trust* is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts — but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity?

Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation — what matters is that you are courageously confronting the chaos of it all in

order to improve how people see the world. *Info We Trust* is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways.

This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world.

Info We Trust takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. *Info We Trust* is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.

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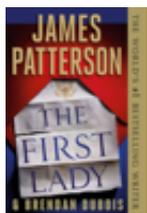
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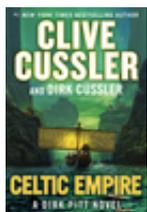
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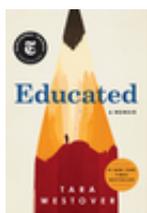
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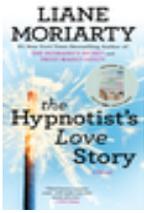
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