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Author of Cool Infographics: Effective Communication with Data Visualization and Design. Written Designer of data visualizations and infographics for both internal and external uses by clients. Working with companies to visualize marketing strategies, consumer experiences, qualitative and quantitative research, product differentiation, website statistics, budgets, timelines and internal processes.

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Cool Infographics: Effective Communication with Data Visualization and Design 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.

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Chapter 6: Designing Infographics - Cool Infographics: Effective Communication with Data Visualization and Design [Book] Design matters. But design is not about decoration or about ornamentation. Design is about making communication as easy and clear for the viewer as possible. —GARR REYNOLDS, PRESENTATION ZEN.

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Randy Krum is an infographics and data visualization designer, author of the book, " Cool Infographics: Effective Communication with Data Visualization and Design, " and instructor of Infographics and Data Visualization Design at Southern Methodist University's Continuing and Professional Education program (CAPE).

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Randy has been designing data visualizations and infographics for over 15 years, runs the Cool Infographics® site, is the author of the book Cool Infographics: Effective Communication with Data Visualization and Design, and teaches Data Visualization Design at Southern Methodist University (SMU) in Dallas, TX and workshops. Randy frequently speaks at conferences, universities, corporate events, and government agencies about data visualization design, infographics, visual storytelling ...

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Featuring great examples of infographics, data visualizations and visual communication including critique, commentary, best practices, tips, design tools, jobs board, posters, and the Cool Infographics book!

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[Cool Infographics: Effective Communication with Data...](#)

Cool Infographics: Effective Communication with Data Visualization and Design. Randy Krum. ISBN: 978-1-118-58230-5. Nov 2013. 368 pages. Quantity: Select type: Paperback. E-Book £ 23.99. In Stock Paperback £ 31.99. In Stock. £ 31.99 * VAT information. Add to cart. Description ...

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With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data. About the Author Randy Krum is founder and president of InfoNewt, an infographic design and data visualization company, and the creator of Cool Infographics (coolinfographics.com).

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Cool Infographics: Effective Communication with Data Visualization and Design. 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.

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