



Infographics: The Power of Visual Storytelling

By Jason Lankow, Josh Ritchie, Ross Crooks

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Transform your marketing efforts through the power of visual content

In today's fast-paced environment, you must communicate your message in a concise and engaging way that sets it apart from the noise. Visual content—such as infographics and data visualization—can accomplish this. With DIY functionality, *Infographics: The Power of Visual Storytelling* will teach you how to find stories in your data, and how to visually communicate and share them with your audience for maximum impact.

Infographics will show you the vast potential to using the communication medium as a marketing tool by creating informative and shareable infographic content.

- Learn how to explain an object, idea, or process using strong illustration that captures interest and provides instant clarity
- Discover how to unlock interesting stories (in previously buried or boring data) and turn them into visual communications that will help build brands and increase sales

Use the power of visual content to communicate with and engage your audience, capture attention, and expand your market.

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Bibliography

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Editorial Review

From the Back Cover

The explosion of data created and content shared in the Information Age has fundamentally changed the way we communicate today. Infographics and data visualization can convey your message in a concise and engaging way that sets it apart from the noise. *Infographics: The Power of Visual Storytelling* shows you how to use visual communication to attract, inform, and even entertain your audience.

These tools can help us understand complex concepts easily and provide insights that lay hidden in raw data. *Infographics* provides easy-to-follow and actionable tips and strategies to create compelling and shareable visual content, including:

- The various forms that information design and data visualization take, including static, interactive, and motion graphics, and best practices for the use of each.
- Social media strategies for distributing and promoting your content to make sure people see it—and more important, share it.
- The dos and don'ts of information design, enabling you to guide the process of creating them to be interesting, accurate, and effective.
- Coverage of emerging trends, technologies, and the myriad applications of infographics in the not-so-distant future.
- With *Infographics*, you'll be able to transform previously buried or boring data into captivating visuals that can build your brand visibility, garner an engaged following, and grow your sales.

About the Author

Lankow, Crooks, and Ritchie are the three cofounders of Column Five, a leading creative agency specializing in infographic design, data visualization, and social PR. They have worked with hundreds of clients representing a range of industries, such as GE, Intuit, Microsoft, Sony, eBay, and the World Bank. Their work has been featured in *Fast Company*, the *Atlantic*, *TIME*, *Forbes*, the *Wall Street Journal*, and *GOOD* magazine. They speak on the subject of infographics frequently, including recent talks at the Federal Reserve and AIGA (American Institute of Graphic Arts), and teach a course on Visualization of Information at Columbia University.

Users Review

From reader reviews:

Horace Godbolt:

Don't be worry in case you are afraid that this book can filled the space in your house, you could have it in e-book method, more simple and reachable. That *Infographics: The Power of Visual Storytelling* can give you a lot of good friends because by you taking a look at this one book you have thing that they don't and make a person more like an interesting person. This kind of book can be one of one step for you to get success. This book offer you information that perhaps your friend doesn't recognize, by knowing more than additional make you to be great individuals. So , why hesitate? Let us have *Infographics: The Power of Visual*

Storytelling.

Bradley Simpson:

As a college student exactly feel bored for you to reading. If their teacher requested them to go to the library or to make summary for some book, they are complained. Just very little students that has reading's heart and soul or real their hobby. They just do what the teacher want, like asked to go to the library. They go to at this time there but nothing reading significantly. Any students feel that studying is not important, boring in addition to can't see colorful pics on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this time, many ways to get whatever we would like. Likewise word says, ways to reach Chinese's country. Therefore , this Infographics: The Power of Visual Storytelling can make you truly feel more interested to read.

Kathleen Carroll:

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Jessica Harris:

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