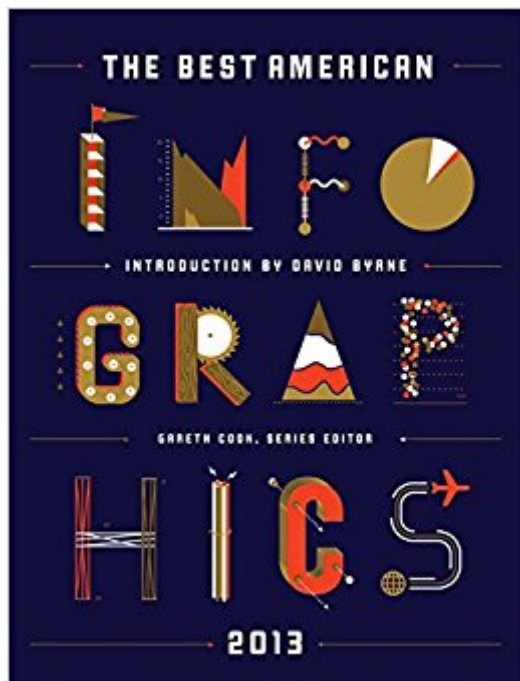


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# The Best American Infographics 2013



## Synopsis

The rise of infographics across virtually all print and electronic media—from a striking breakdown of classic cocktails to a graphic tracking 200 influential moments that changed the world to visually arresting depictions of Twitter traffic—reveals patterns in our lives and our world in fresh and surprising ways. In the era of big data, where information moves faster than ever, infographics provide us with quick, often influential bursts of art and knowledge on the environment, politics, social issues, health, sports, arts and culture, and more—to digest, to tweet, to share, to go viral. *The Best American Infographics* captures the finest examples from the past year, including the ten best interactive infographics, of this mesmerizing new way of seeing and understanding our world.

## Book Information

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## Customer Reviews

"Not only is it a thing of beauty it's also a good read, with thoughtful explanations of each winning graphic and an entertaining forward by David Byrne."—*Nature*

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social issues, health, sports, arts and culture, and more to digest, to tweet, to share, to go viral. The Best American Infographics captures the finest examples from the past year, including the ten best interactive infographics, of this mesmerizing new way of seeing and understanding our world. "

I love this book and would rate it higher if only I could see the graphics without a magnifying glass. A larger book (physical size) would have made this book incredible.

I found the actual content of the book both interesting and entertaining. I'm not an aficionado though, so I can't speak to how well-known the chosen infographics might be to someone with more than a passing interest in the subject. I was however more than a little annoyed at the poor print setting. The binding of the book prevents it from being opened wide enough to fully see the infographics that cross the center line. This meant that it was difficult to impossible to read text that happened to cross over the center (is it called the gutter?). I'd say this affected about 30% of the infographics and was annoying enough that I found myself wondering how this kind of oversight could happen. Sadly, I bought the physical version because the reviews on the kindle version say that the images are too small to enjoy, so I can't even suggest that alternative. When are publishers going to solve the problem of formatting image-heavy books for tablets and e-ink devices?

Content is laid out over the center crease. Bad layout of images and book is already fall apart to a degree.

It is a book of exceptional infographics. It would be a whole lot better if they were large enough to read. The book is PURELY to show the superb design and if you want it only for that reason, you'll give this a full five stars. It truly is a collection of extremely well designed, very well thought out informational graphics. However, if, like me, you actually wanted to READ all the graphics, you will be somewhat disappointed. Some simply are too small to read. Some don't even have the whole graphic there. The publisher doesn't try and sell the book as presenting the info, just the design, but ... I really wanted to read the charts fully and I assumed I would be able to do so. My mistake, I guess.

This lovely book was on the front porch as I returned home last night. It was 3 hours before I put it down. There are some very well done data visualizations here. One in particular on a better food label was great on showing how to look at the information from a completely different perspective.

And covers a broader range of data in a more succinct space. Loved it. While at times the content of some specific data visualizations wasn't relevant to me, it didn't matter. The author did a great job of choosing such a diverse group of infographics to show. I was always drawn in to learn something about how I can better present things in my projects as a designer. His choice for the star of the book was spectacular and informative. This book will be one that remains within reach when I'm struggling and need a jumping off point to decide how I will present data. Let's hope our future looks much more like this book and much less like an Excel bar chart.

Love this book!! I like the graphical representations! As a researcher, I always tried to convey my research more effectively. This book inspires me to think of creative and effective ways to convey information. Some graphs are small and way too complicated but they are still useful. I have not emulated any graphs yet but I look forward to doing so soon :D

I liked this book very much as I am a visual person and anytime I can look at a picture instead of reading a text I will jump at the opportunity. I give the book four stars for the overall beauty of the designs and also for the very informative Forward by Gareth Cook and Introduction by David Byrne. Please read both the Forward and Introduction as they are very illuminating. The designs range from the powerfully simple (Gun Ownership Rates by Country [infographic](#) - pp. 86-89) to the very complex (Political Moneyball [infographic](#) - pp. 144-145) and are divided into three sections: You, Us, and The Material World. There is also a separate section for the Top 10 Interactive Graphics (selected by Eric Rodenbeck). I reserve giving the fifth star because some of the infographics are reduced to such a small size as to be virtually unreadable. Even accounting for the massive size of Influence: A Brief History (pp. 54-59) by extending it into a fold-out page, the size of the type remains extremely small. As a graphic, it's beautiful; as information, it's useless. I also reduced my rating to four stars because the interactive section never defines that term although Mr. Rodenbeck hints at a definition by referring to the ability to "pan and zoom." What makes a graphic interactive? I take it to mean that these infographics must be viewed online in order to appreciate the way the variables interact with each other over time (pan and zoom?), but again, that is just my guess. Being what it is, a static medium with a limited physical dimension, the book freezes the motion of the graphics and sometimes shrinks them to near illegibility (no zooming). To the book's credit, a link is provided to the publisher's website where these graphics may be seen in their interactive form. For the rest of the "non-interactive" graphics

that constitute the majority, while there are no direct links to them on the publisher's website, each infographic includes its online reference. The few references I took the trouble to look up were still accessible even late in 2013. By the way, many of these online sources are "interactive."

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