

Information design as principled action

Edited by Jorge Frascara

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The twenty-eight authors of this book come from diverse fields of design practice, but also from the study of cognition and language, forming a volume that deals with theory, history, practice, and education. The case studies included cover information about medicines, government regulations, the integration of design and writing, information design for mobile systems, typography for users with special needs, the facilitation of learning and memory, maps, and data visualizations, among other topics. Experts with several decades of practice report alongside younger designers on research and design methods, processes, audiences, objectives, and results.

Information design empowers people to attain their goals. It is centred on users, based on evidence, and oriented to results. These results imply the facilitation of a vast range of activities that people engage with every day, from simple things such as understanding phone bills or public transit schedules, to more complex ones such as managing emergency response web-based systems, understanding data visualizations of health statistics to plan distribution of human resources, or managing financial reports to make budget decisions.

This book is for document designers and writers, for communication managers and computer programmers, for design educators and social scientists, for people involved in quality care and safety initiatives. It is for people that in their everyday professional activity are connected with the planning or crafting of communications aimed at informing, instructing or assisting decision-making processes.

In business, government, health, transportation, tourism or education we are constantly challenged by the volume of information flow. This book demonstrates how leaders in the art and science of information design manage to make the information attractive, accessible, understandable, and usable.

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