

# CONTENTS

PREFACE	ANCIENT ROOTS		xi
		<i>O R I G I N</i>	
0	THE GOAL OF OUR CRAFT	<i>Data, story, and the adventure ahead</i>	1
1	DATA SHADOWS	<i>Numbers and the past they come from</i>	13
2	INFORMATION MURMURS	<i>Arranging data in forms we can read</i>	23
		<i>M E T A P H O R I C A L</i>	
3	EMBODIED ENCODING	<i>The power of metaphor</i>	35
4	COUNTING TIME	<i>How we experience numbers and time</i>	45
5	WORLD BUILDING	<i>Grids and other homes for data</i>	57
6	INFUSE MEANING	<i>Up, down, and other spatial meaning</i>	67
7	TRUE COLORS	<i>The eye's seductive potential</i>	79
		<i>M A T H E M A G I C A L</i>	
8	EXPLORE TO CREATE	<i>Seek comparisons and patterns</i>	89
9	CREATE TO EXPLORE	<i>Translate and transform to learn more</i>	99
10	UNCERTAIN HONESTY	<i>The challenge of qualifying truthfulness</i>	111
		<i>S E N S A T I O N A L</i>	
11	ENCOUNTER	<i>Experience design with museums</i>	125
12	LISTEN	<i>Story design with natural selection</i>	133
13	FREEZE	<i>Graphic design with propaganda</i>	143
14	CONNECT	<i>Emotional design with roughness</i>	151
15	MAKE	<i>Explanation design with diagrams</i>	157
		<i>I N F O R M A T I O N A L</i>	
16	INSPIRE TRUST	<i>Design for believing minds</i>	167
17	IMAGINATION TO IMAGE	<i>Explore visual story possibilities</i>	175
18	FOCUS ATTENTION	<i>Workshop to the audience</i>	185
		<i>O N W A R D</i>	
19	CREATIVE ROUTINES	<i>Daily practices for making new views</i>	197
FINALE	BEAUTIFUL TOMORROW		203

How This Book Came to Be | Acknowledgments  
Notes | Selected Bibliography | Index | About the Author

