

the functional art

**an introduction to
information graphics
and visualization**

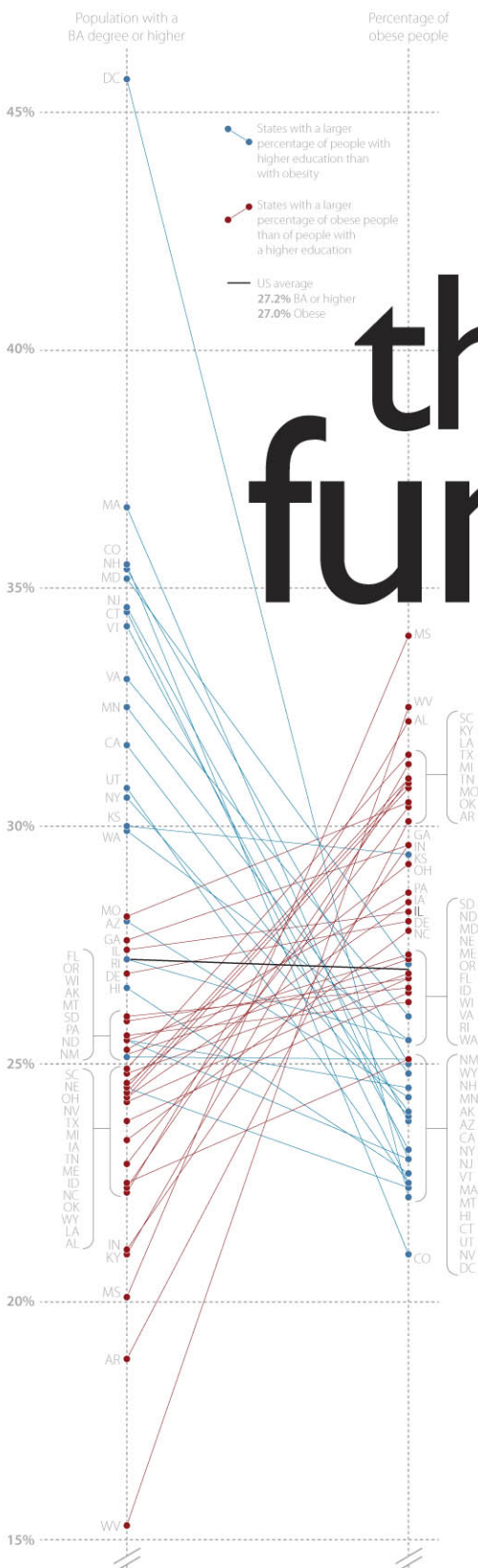
alberto cairo

"Welcome to Alberto's world. Cairo has done it all in *The Functional Art*: theory, practice, examples. And he's done it brilliantly. It is the most comprehensive and sensible book yet on real-world information graphics; we won't need another one for a long time."

Nigel Holmes, former graphics director for *Time* magazine
and founder of Explanation Graphics



Includes a complete introductory
information graphics video course



Praise for *The Functional Art*

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—Nigel Holmes

“If graphic designer Nigel Holmes and data visualizer Edward Tufte had a child, his name would be Alberto Cairo. In *The Functional Art*, accomplished graphics journalist Cairo injects the chaotic world of infographics with a mature, thoughtful, and scientifically grounded perspective that it sorely needs. With extraordinary grace and clarity, Cairo seamlessly unites infographic form and function in a design philosophy that should endure for generations.”

—Stephen Few, Author of *Show Me the Numbers*

“This book is long overdue. Whether you’re just getting started visualizing information or have been doing it all your life, whether your topic is business, science, politics, sports or even your personal finances, and whether you’re looking for a basic understanding of visualization or a detailed how-to reference, this is the book you were looking for. Alberto Cairo, a professional journalist, information designer and artist, shows how to visualize anything in a simple, straightforward, and intelligent way.”

—Karl Gude, former infographics director at *Newsweek* and graphics editor in residence at the School of Journalism, Michigan State University

“*The Functional Art* is brilliant, didactic, and entertaining. I own dozens of books on visual information, but Cairo’s is already on the shortlist of five that I recommend to anybody that wishes to have a career in information graphics, along with those by Edward Tufte, Nigel Holmes, and Richard Saul Wurman. Cairo is one of those rare professionals who have been able to combine real-world experience with the academia.”

—Mario Tascón, director of the Spanish consulting firm Prodigioso Volcán

“Using his enormous professional and academic experience, Alberto Cairo offers a first-hand look at the revolution in visual communication. This book is key to understanding the current situation of print and online information design.”

—Javier Zarracina, graphics director at *The Boston Globe*

“*The Functional Art* is the perfect starting point for a career in information graphics and visualization, and also an excellent guide for those who already have some experience in the area. This is the first real textbook on infographics.”

—Chiqui Esteban, director of new media narratives at *lainformacion.com*, and blogger at *InfographicsNews*

Functional Art, The: An introduction to information graphics and visualization

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