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# INTRODUCTION

Today's era has been labelled "Big Data Times". This, in a broad sense, is massive amounts of data with a wide range and number well beyond peoples' imagination. However, now this concept is now called "mass data".

The data here have not been the simple traditional digit concept, and they have already evolved into the full sample information repository of the large scale, type of variety, splitting update rate. Their explosive growth has dramatic changed era of our life and work. All transactions of the actual world can be quantified and data-mated, and what the large data collection contains has heightened necessarily to use only a new technology system to extract, manage, analyze, dispose and apply. Therefore, the data infographic has to become a necessary part that is taken seriously by the public, along with the carrier of visual information that is just the media, and the infographic world emerged as the times required, innovation, advertisement presentation of this new times media is responsible for the transmission of information, monitoring of environment, and meanwhile attempts to enhance the aesthetic standards of the whole society. In all, the creative and informative

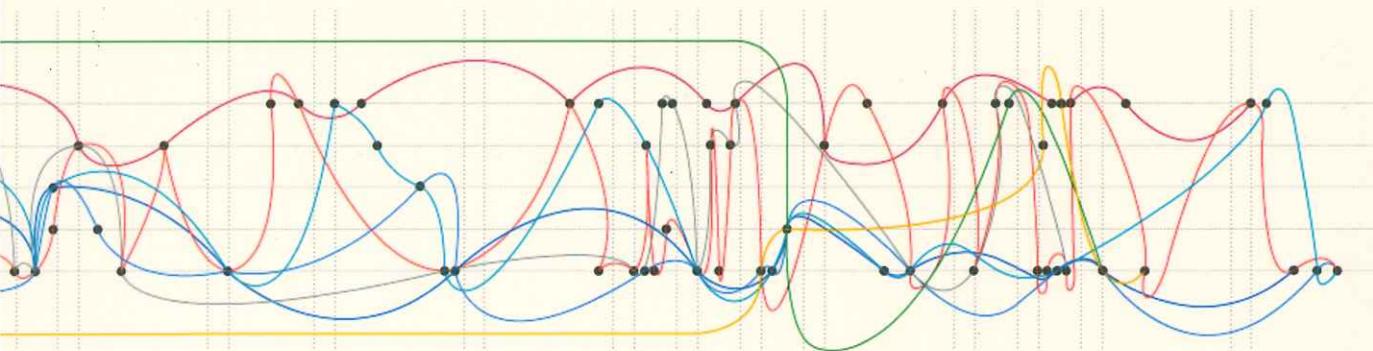
method to convey information in this new era has made key contribution to how the global media react to the transformation happened in the times which characterizes mass data and nurtures modern people.

Contemporary designers have realized the challenge. They begin to constantly update their concept and adapt the infographic and big data era media development to satisfying the requirement of global readers after they have adapted to the transmission of the complicated information in simple manner of graph or chart. Information graphics of media is a special subject which is not only a well-designed infographic chart but also quickly

deliver the information by using vision stimuli for the purpose that the reader simultaneously is corresponded with the social status of media and establishes a brand image.

These requirements have far exceeded initial business data statistics, and present in the company annual report, business or sales and are display methods frequently used for the article of magazine or newspaper; it also mixes which people to read the media of information to who wants to obtain double expectation of rational sense and perceptual sense. It must not only satisfy with people's focus on key current events, hot spots or personal interests in theme of contents and concepts but also coordinate with main body of this information in the text by the readability factor of words and pictures. Contemporarily it also accords with media of self-brand and professional characteristics and ingeniously welds the art and technology into media, which brings design trends new thoughts and creative pattern into.

# INFOGRAPHIC DESIGN IN MEDIA



This book elaborates on the thinking and designing methods of infographic design in media. With more than 100 creative infographic projects, this title provides an updated perspective of the media landscape that examines contemporary visualization techniques in design. In each case there's an informative theoretical introduction, where the authors adopt succinct summaries of the works based on sound expertise, so that the readers can quickly catch the main ideas of each profile, appreciate the author's creativity, and can apply these concepts to drive their own inspirations.



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