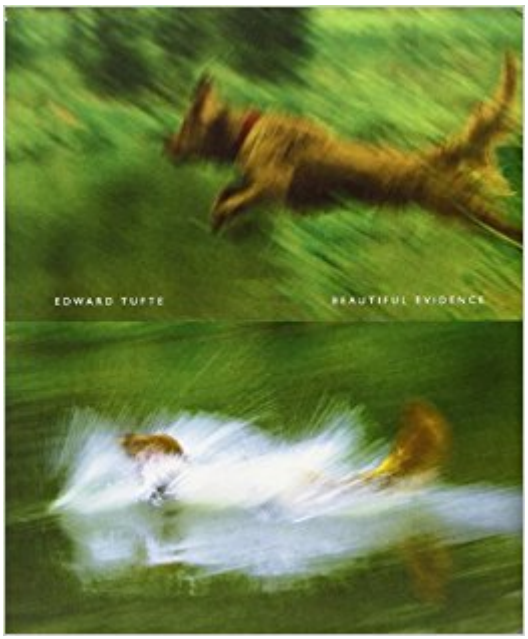
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Beautiful Evidence



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Synopsis

Science and art have in common intense seeing, the wide-eyed observing that generates visual information. Beautiful Evidence is about how seeing turns into showing, how data and evidence turn into explanation. The book identifies excellent and effective methods for showing nearly every kind of information, suggests many new designs (including sparklines), and provides analytical tools for assessing the credibility of evidence presentations (which are seen from both sides: how to produce and how to consume presentations). For alert consumers of presentations, there are chapters on diagnosing evidence corruption and PowerPoint pitches. Beautiful Evidence concludes with 2 chapters that leave the world of pixel and paper flatland representations - and move onto seeing and thinking in space land, the real-land of three-space and time. --This text refers to the Paperback edition.

Book Information

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Customer Reviews

"Science and art," according to Tufte, "have in common intense seeing, the wide-eyed observing that generates empirical information." This book is about how that seeing turns into showing. Tufte, professor emeritus at Yale University and author of three previous widely praised books on visual evidence, displays outstanding examples of the genre. One of the most arresting is Galileo’s series of hand-drawn images of sunspots. A colleague of Galileo, the author tells us, said that the astronomer’s drawings "delight both by the wonder of the spectacle and the accuracy of expression." That, Tufte says, is beautiful evidence. Editors of Scientific American

"Edward Tufte’s Beautiful Evidence is a masterpiece from a pioneer in the field of data visualization. His book in brilliant. The Galileo of graphics has done it again. It’s not often an iconoclast comes along, trashes the old ways, and replaces them with an irresistible new interpretation. By teasing out the sublime from the seemingly mundane world of charts, graphs, and tables, Tufte has proven to a generation of graphic designers that great thinking begets great presentation. In Beautiful Evidence, his fourth work on analytical design, Tufte digs more deeply into art and science to reveal very old connections between truth and beauty -- all the way from Galileo to Google." -- Business Week, Best Innovation and Design Books for 2006

Outstanding and definition work on analytic graphics. After reading a number of books on dry data analytics and machine learning this is a real treat to round out the knowledge of what should come out as a result for presentation to potential consumer of the analysis. The in depth treatment of background material may be a bit too elaborate for the hard core mathematicians but I found them visually stimulating and quite glad that I got a copy.

In the book "Dataclysm," by Christian Reader, I first read of Edward Tuftee’s seminal books on the visual. For one, Tuftee’s prose alone is a rich art, and he sets forth examples, and argument that just may change how you view things.

Cool book, well packaged. I am using it for teaching purposes.

I like it so far. However, I think there is unneeded information. I wouldn’t say irrelevant, but could have been shorter. Like I’m not interested in other topics as much I’m for the actual visualization theory. The books offers great ideas that I’ve never thought of before that’s why I think it’s worth buying. Also, the book is short, so despite the extra dive deep, every chapter is about ~20 pages, with outliers. I think a moderate reading of this book can finish it in 1 week if not less.

What more can be said. I have has this book for years now. I was already moving away from PowerPoint when I received this. If you need to present to others as I have done for decades, this is a must read.

Excellent material for anyone who works with data and analytics.

Good volume for those who may want an slightly deeper insight into visual communication. For the most part the analysis is well crafted, with stimulating insights. Sometimes a bit too repetitive, and obsessed with its own neurosis. For instance in the struggle against Power Point presentations, while I agree with him on most of the analysis, like Tufte also points out quickly early on it is not about PowerPoint but about the use given to it and the paradigm associated. He could be much clearer since I believe that the most important points are not about the software. Also I disagree with his interpretation of intellectual ownership, I also think that rights should not be given exclusively away but do advocate for a public, open, and shared cultural production. But that is another conversation...All in all, it is a recommendable book, which - even if a little bit too hyped up for what it is supposed to offer - still offers a valuable read.

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