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clear for the viewer as possible. —GARR  
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Sample Chapter — Cool Infographics

Infographics are almost the perfect encapsulation of what good design, illustration and animation are about: communicating a story or an idea visually, in a way that instantly connects with people, in a way that a lot of raw text can never do.

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Randy Krum is an infographics and data visualization designer, author of the book, “Cool Infographics: Effective Communication with Data Visualization and Design,” and instructor of Infographics and Data Visualization Design at Southern Methodist University's Continuing and Professional Education program (CAPE).

A History of Communication — Cool  
Infographics

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Randy has been designing data visualizations and infographics for over 15 years, runs the Cool Infographics® site, is the author of the book *Cool Infographics: Effective Communication with Data Visualization and Design*, and teaches *Data Visualization Design* at Southern Methodist University (SMU) in Dallas, TX and workshops. Randy frequently speaks at conferences, universities, corporate events, and government agencies about data visualization design, infographics, visual storytelling ...

## About Cool Infographics — Cool Infographics

Featuring great examples of infographics, data visualizations and visual communication including critique, commentary, best practices, tips, design tools, jobs board, posters, and the *Cool Infographics* book!

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With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data. About the Author Randy Krum is founder and president of InfoNewt, an infographic design and data visualization company, and the creator of Cool Infographics (coolinfographics.com).

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