

Discipline

Information design

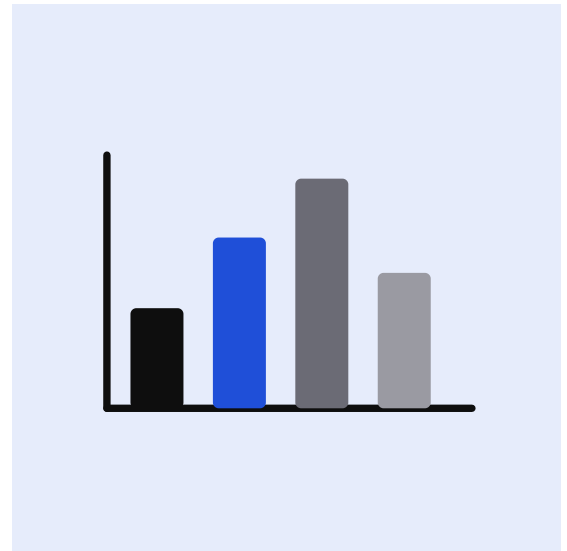
Prepares information so that people can find it, understand it and use it effectively, in charts, tables, maps, signage or documents.

In Spanish

Diseño de información

Origin

Horn (1999) describes it as a profession; Tufte (1983) lays the groundwork for data graphics



What it deals with

The same information can help or confuse depending on how it is ordered and shown. A misleading chart or a confusing form has real consequences.

Principles

For whoever uses it

What they need to know and what decision they have to make.

Order before style

Structure decides whether it is understood; style supports it.

Every mark informs

Whatever doesn't add data is superfluous.

Applications in design

✓ Use it like this

Before designing, ask what decision the reader has to make.

✗ Avoid

Decorating the data: ornaments compete with what matters.

👁 Don't fall for it

Test with real readers: what is obvious to someone who knows the data is not obvious to someone seeing it for the first time.

Especialidades



Specialty
Data visualization
Turns data into charts that can be read accurately, choosing well how to encode each value.



Specialty
Data storytelling
Tells a story with data, deciding how much the author guides and how much the reader explores.

Connections

Builds on

 Cognitive psychology

 Cognitive load

 Gestalt principles of perceptual organization

Related to

 Content design

 Exhibition design

 Learning design

 Graphic design

 Legal design

 UX design

 Illustration

 Design research

Authors and works

1999	Robert E. Horn	Defined it as the art and science of preparing information so that people can use it efficiently and effectively.
1983	Edward R. Tufte	Proposed devoting a chart's ink to the data and removing decoration.

Sources

Original sources

- Horn, R. E. (1999). Information design: Emergence of a new profession. In R. Jacobson (Ed.), Information design (pp. 15–34). MIT Press.
- Tufte, E. R. (1983). The visual display of quantitative information. Graphics Press.

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