

Recommended Reading List



10 Favorites for InfoDev Pros

Information development is about taking an evidence-based and interdisciplinary approach to content-based communications. It's also about making content-related decisions that benefit both end users and organizations. This list brings together some of the best publications to help you create content that really works!



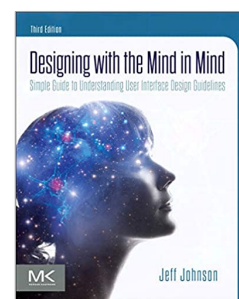
This recommended reading list reflects the interdisciplinary nature of information development, and allows you to learn from experts working in a wide range of fields, genres, and media. It encourages you to expand your horizons and to synthesize knowledge about content-based communications from areas such as business development, presentation design, user-interface design, and more.

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines

by Jeff Johnson

Johnson provides enough background in perceptual and cognitive processes that design guidelines make intuitive sense, rather than being just a list of arbitrary rules to follow. While the title of the book refers to user-interface design, the principles and concepts are relevant for all types of information development, regardless of media.

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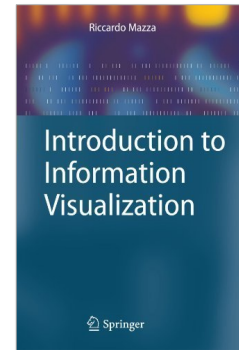


Introduction to Information Visualization

by Riccardo Mazza

This tiny little book packs a powerful punch, and provides great insight into the science behind visual information processing. It also provides several visualization examples. While focused on presenting complex data, the principles and practices discussed in the book can be extended to any type of information.

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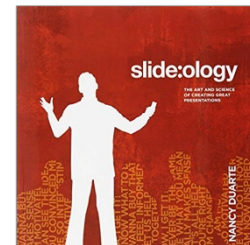


slide:ology: The Art and Science of Creating Great Presentations

by Nancy Duarte

Duarte provides beautiful examples with easy-to-follow explanations. This is an excellent introduction to visualizing information, with a focus on how to engage and persuade through imagery and storytelling. This is a very handy book to have around when coming up with ideas for visually presenting abstract concepts.

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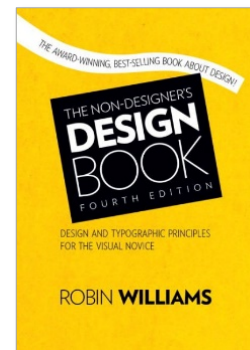


The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice

by Robin Williams

This is an excellent introduction to design basics with lots of examples and easy-to-follow explanations. Williams provides specific guidance and examples with an emphasis on cultivating awareness and designing with intent. While it takes a more traditional approach (rather than a science-based approach), this book provides a strong foundation for getting started.

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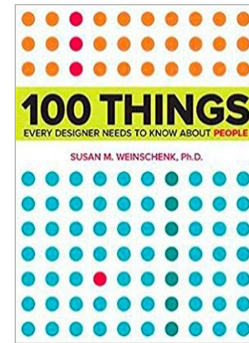


100 Things Every Designer Needs to Know About People

by Susan Weinschenk

This nifty little book is packed full of information about how people perceive and process information, and how that influences behavior. A great introduction to the link between perception, cognition, and design.

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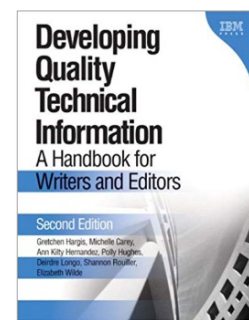


Developing Quality Technical Information: A Handbook for Writers and Editors

by Gretchen Hargis et al.

This is an excellent comprehensive writing style guide that covers specific conventions often overlooked in other writing reference books. While the title refers to “technical information,” the guidelines are relevant to all types of business writing. The authors translate abstract writing concepts into specific, actionable guidelines.

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Content Strategy: Connecting the Dots Between Business, Brand, and Benefits

by Rahel Anne Bailie and Noz Urbina

An excellent book for a big-picture perspective on creating information deliverables in ways that are sustainable, scalable, and user-focused. If you want to become an InfoDev Pro, this book provides essential information about taking an integrated approach that makes sense for both your organization and your end users.

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