

contents

	foreword	ix
	acknowledgments	xi
	about the author	xiii
	introduction	1
chapter 1	the importance of context	19
chapter 2	choosing an effective visual	35
chapter 3	clutter is your enemy!	71
chapter 4	focus your audience's attention	99
chapter 5	think like a designer	127
chapter 6	dissecting model visuals	151
chapter 7	lessons in storytelling	165
chapter 8	pulling it all together	187
chapter 9	case studies	207
chapter 10	final thoughts	241
	bibliography	257
	index	261