contents

	acknowledgments	vii
	about the author	ix
	introduction	xi
chapter 1	understand the context	1
chapter 2	choose an effective visual	51
chapter 3	identify & eliminate clutter	107
chapter 4	focus attention	147
chapter 5	think like a designer	191
chapter 6	tell a story	235
chapter 7	practice more with Cole	285
chapter 8	practice more on your own	355
chapter 9	practice more at work	375
hapter 10	closing words	403
	index	407