

Beautiful Evidence

a lecture by Edward R. Tufte

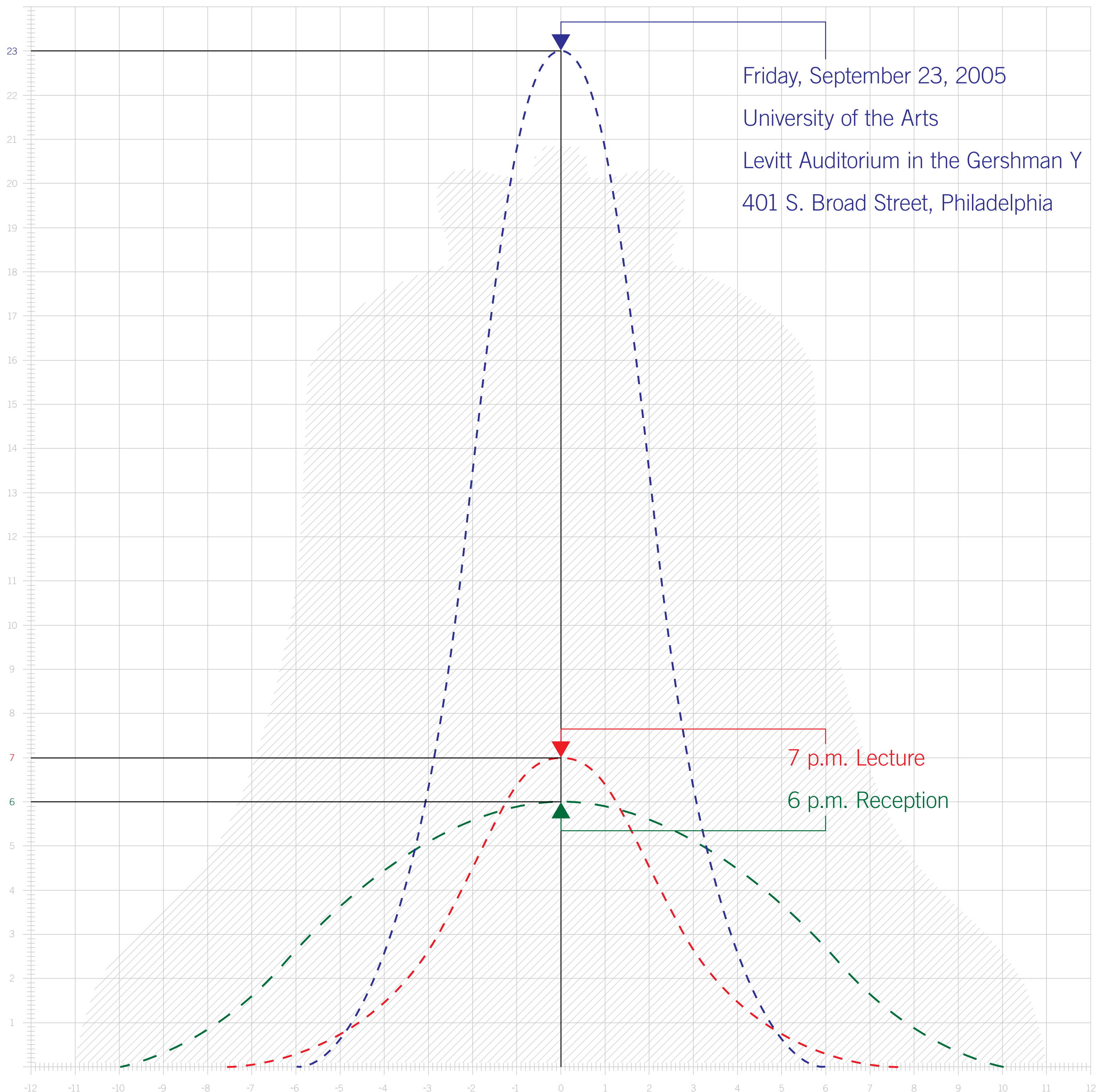


Figure 1. Sponsored by AIGA Philadelphia and the University of the Arts

Edward Tufte, the renowned theorist of analytical design and Yale Professor Emeritus has been described by the New York Times as “the Leonardo da Vinci of data” for his pioneering work in the display and analysis of visual evidence.

Edward’s talk will draw from his forthcoming book, *Beautiful Evidence*, which develops the fundamental theory of analytical design and proposes methods for displaying nearly

every type of evidence (time series, images, causal arrows, data tables, statistical graphics, public presentations). He will also discuss his analysis (which appeared in the final report of the Columbia Accident Investigation Review Board) of the Boeing/NASA PowerPoint slides created after the Columbia was damaged but still aloft.



American Institute of Graphic Arts
Philadelphia Chapter



THE UNIVERSITY OF THE ARTS

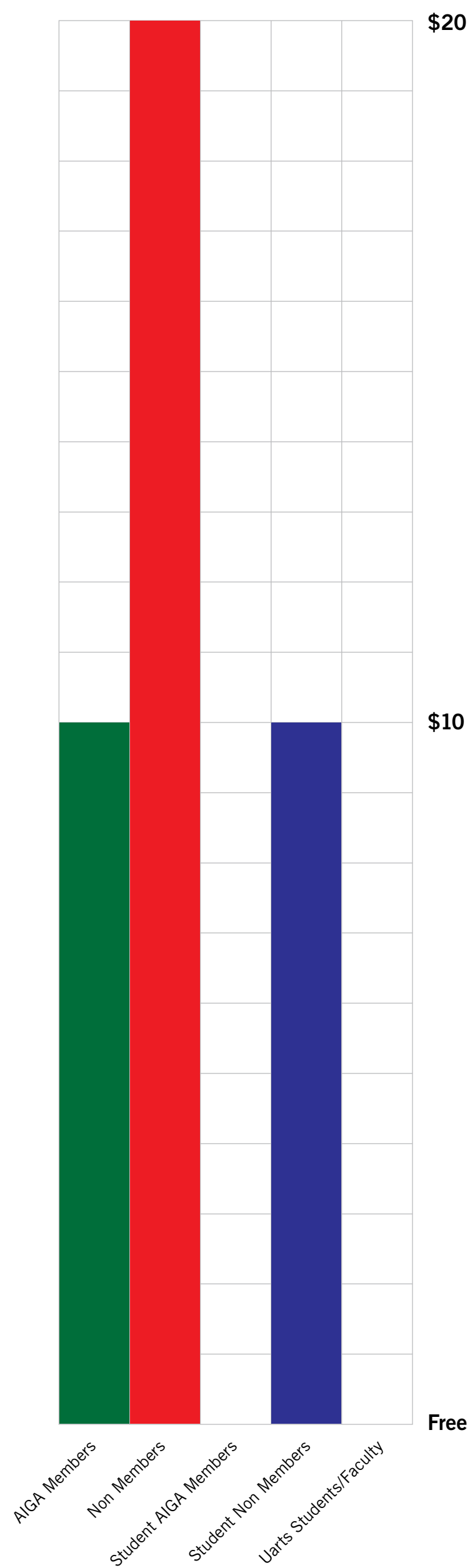
American Institute of Graphic Arts

The purpose of AIGA is to set the national agenda for the role of design in its economic, social, political and cultural contexts. AIGA is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of designing. AIGA was founded in 1914 and now represents more than 16,000 designers through national activities and local programs developed by 50 chapters and more than 150 student groups.

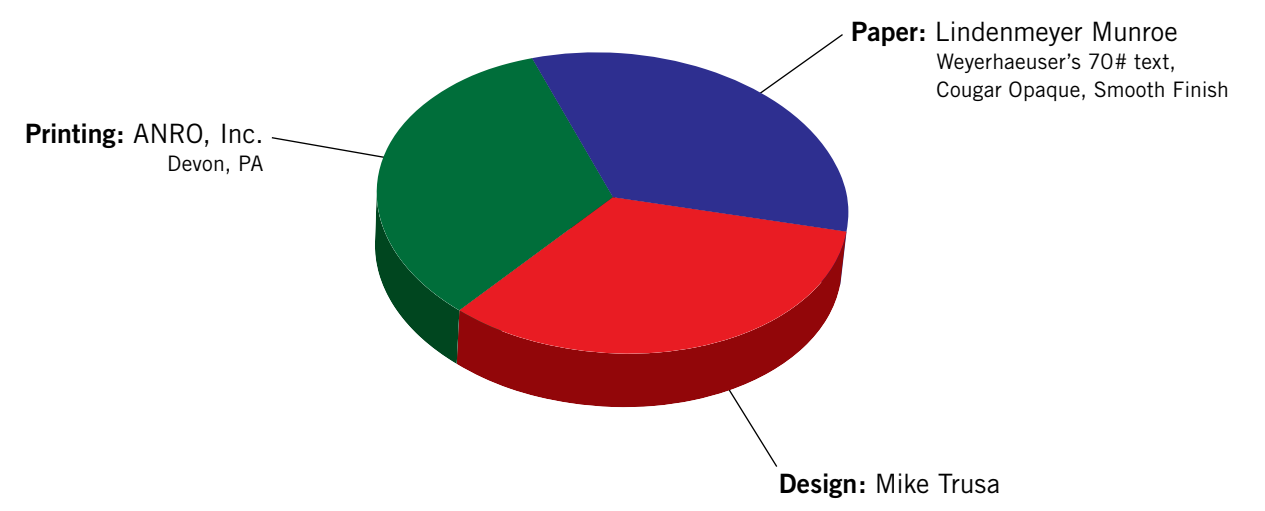
AIGA Philadelphia

In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the American Institute of Graphic Arts. Presently, the chapter is comprised of over 500 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization: to provide the highest standards within the profession and the business community and to stimulate interest and understanding of graphic design and visual communication through lectures, exhibitions, periodicals and other activities.

Admission Fees



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