

## **Airline Safety – Infographic Choices and explanation**

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As with any infographic, we are interested in packing in as much information and pithy statistical tidbits as possible without too much reading needed. It must catch the eye and be memorable as to content. It is difficult to balance simplicity with solid information, but that is the goal here.

The content to impress upon the public's psyche:

Items to clearly show in the infographic

How much more people drive each year

Auto fatality rates with recent trend

How many times safer flying is than driving

How many deaths per 100,000,000 flown

Highlight the fact that the above stat is ALMOST ZERO since the scale is very hard to read

The infographic is intended to convey a few meta-items on top of the content. First is the car icon with a red 'X', implying 'don't do this' very strongly. It also show how much more of this undesirable trait the public does. The plane taking off looks clean, modern and like progress. The '20x safer' is highlighted in yellow to draw attention to the magnitude of safety associated with this mode of transportation. The bar chart showing decreasing auto fatalities acknowledges that driving has gotten safer, which also implies how impressive the safety statistic is on top of that! The *\*very\** flat bar chart showing the combined US deaths per 100 million miles, needs its own mini infographic call-out right on top of it, emphasizing the insignificant portion it occupies on the chart.

All of this is wrapped up (like a present?) with a light brain background with the word imploring the reader to be 'smart' this holiday season, with a little touch of color to help evoke feelings of being with family and wanting to visit them in the safest way possible.