For the final project, I decided to do a combination of infographic and more detailed charts. Because the video was a maximum of 3 minutes long, I envisioned my video being used in a blog post and even used in ad spaces in other websites.

I believe that the infographic does a great job of catching the attention of the audience, especially the deadly truth section as media has been making airline safety to be bad. I decided to include the more detailed charts as supporting evidence for the audience that doesn’t take things at face value.

For the video, I didn’t use a detailed script. However, I did use a bulleted check list of items I wanted to address in the video. These items included introducing myself, discussing airline history, discussing airline safety, and discussing the dangers of vehicle travel. Additionally, for this video, I had a more customer support mindset compared to the internal products. The goal was to address the audience with respect, while still proving how safe airline travel is.

As far as ethical concerns, I needed to make sure that I presented the facts as what they are – facts. I couldn’t twist the numbers to make them support my argument even more.