Project Task 4

Alexa L. Wittlieff

College of Science and Technology, Bellevue University

DSC640-T301 Data Presentation & Visualization (2227-1)

Dr. Catie Williams

July 31, 2022

Infographic

Following the success of the Wolf Airlines company blog post, I was approved to continue with the next step of the external media campaign. For this phase of the external communications plan, I drafted and published an important notice on airline safety via a Wolf Airlines branded infographic. If this communication proves impactful, I will also create a short video clip to continue educating the public on the safety of air travel and Wolf Airline's commitment to passenger safety.

Content Selections

I elected to keep my visualizations similar to those presented via the company blog post with a few additional enhancements for more efficient customer interpretation. I promoted consistency across the communication mediums by presenting any visualizations on fatalities in black (death) and using orange (caution) for all visualizations related to accidents.

I added symbols and additional elements to the infographic because this external audience may not have the background knowledge on air travel or data analysis that the internal teams possess. I applied artistic elements to quickly convey messages and evoke audience response. For example, I included the image of a plane with a gold ribbon attached, representing the best-in-class plan engine selection. Additionally, I added a common emoji signaling "avoid" or "no" to the visualization on the top ten deadliest jets. On the Airplane Accidents by Engine Type visualization, I added a wolf paw print to the jet engine bar in the chart to signify this is the data point applicable to the Wolf Airline fleet. I also kept the green arrows from the blog post visual to call out the downward trends in airplane accidents and airplane accident fatalities. I emphasized key data points and messages with bold font and increased font size, such as the less than one percent value representing the proportion of 2020 transportation fatalities by airplane.

The infographic features the company colors of pink and purple to remain consistent with the strict branding standards set forth by the Wolf Airlines marketing department. I added our company logo with the company website address towards the top of the page for quick audience reference.

Ethical Considerations

As a data science best practice, ethical considerations must be taken when working through a project. For this specific project, the data must not mislead audiences. An infographic does not allow for additional context to be provided via text or video. Therefore, when presenting audiences with images instead of text or audio I must ensure that the images do not convey the incorrect message, so as not to mislead the audience's interpretations and impressions.

References

Aviation Safety Network. (2021, November 20). *Accidents and fatalities per year*. Retrieved June 18, 2022, from

> http://aviation-safety.net

NHTSA. (2020). *FARS - Fatality Analysis Reporting System*. National Center for Statistics and Analysis. Retrieved

> June 18, 2022, from https://cdan.nhtsa.gov/

Plane crashes in USA. (2020, October 27). Kaggle. https://www.kaggle.com/datasets/lgalbavt/plane-crashes-in-

> usa