

Project Task 5

Alexa L. Wittlieff

College of Science and Technology, Bellevue University

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

Dr. Catie Williams

August 13, 2022

Video Presentation

Following the success of the Wolf Airlines company infographic, I was approved to continue with the final step of the media campaign. For this last phase of the external communications plan, I recorded and published an important notice on airline safety via a Wolf Airlines branded video presentation. The goal of this short video clip is to continue educating the public on the safety of air travel and Wolf Airline's commitment to passenger safety. For this reason, the presentation starts and concludes with Wolf Airline's safety slogan of "No shortcuts! Safety first! Wolf Airlines!"

Content Selections

I elected to keep my visualizations similar to those presented via the company blog post and infographic 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 included symbols and additional elements in the video presentation 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. Additionally, I carefully drafted my script for the video's narration to ensure a consistent tone and message throughout the presentation. As the narrator, I utilized a pleasant tone for customer reassurance and encouragement to fly Wolf Airlines. Emphasis and variation in my voice also encourages audience engagement and effective conveyance of key points.

The video 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 and the company website to the video presentation.

Project Task 5

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. I must tell an accurate story throughout the video presentation by focusing on the facts. Every piece of the presentation must stick to this story because the external audience may only see this video in passing. Therefore, every point must be accurate and valuable.

Project Task 5

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>