

DSC 640

Amy Hatman

Week 5 & 6

Audience/ Purpose

This infographic was made for typical citizens—especially car owners—who might not know just how common Kia and Hyundai thefts have become. I really wanted to grab the attention of folks who live in big cities, like Milwaukee, where this issue is getting worse. The main goal was to help people understand what’s going on, where it's happening most, and why they should care.

Medium/Design

I chose to make this as a digital infographic because it’s easy to share online or print out if needed. People don’t always want to read a long article, so I figured something visual and to-the-point would get the message across faster. I used blue and orange for the colors—blue feels serious and trustworthy, while orange makes certain facts pop and feel urgent. I kept the charts and text pretty simple so anyone can understand them at a glance, and I made sure the most important info is big and bold. I also included a strong message at the end—“Secure your vehicle. Demand accountability.”—to make people feel like they can actually do something about the problem.

Ethical Considerations

I didn’t make any major changes to the data—just basic cleanup like fixing date formats and summarizing totals to make the visuals easier to understand. I didn’t remove or filter anything important without showing it clearly, and I didn’t include any personal or private information. I tried to avoid misleading people with the way the data is shown. The graphs are scaled correctly, and I didn’t exaggerate the visuals to make the issue seem worse than it is. One assumption I made was grouping Kia and Hyundai thefts together to highlight the trend, but that was made for clarity and not to distort the meaning. Since the data was provided to me, I used it as-is while keeping it honest and straightforward. If

there's any risk of misinterpretation—like blaming certain car brands or cities too much—
I'd try to reduce that by encouraging viewers to think about solutions, not just the problem.