### Choosing a Design

I have always been a fan of infographics that have a clear flow of information. I have seen plenty that contain a large amount of information that is present all over the place, and they have a tendency to not hold my attention very well. Therefore, I decided to choose a layout that has a start and finish.

### Colors

I wanted to avoid any aggressive colors like red, orange, or yellow. These colors, while eyecatching, may have been a bit insensitive for a topic such as plane crashes. I didn't want to evoke feeling of a plane bursting into flames or something, so I went with blue, black, and white. I chose this color combination because it has high contrast for legibility, and it also reminds me of the sky itself.

### Content

In the past, I visualized the drop in plane fatalities and incidents using a bubble chart. This, I thought, was not the best way to show this information. Instead, I chose to proudly display the decreased probability of bad things happening on any given flight. This, I felt, was a good measure of safety, and helps to highlight how much safer things have gotten. Because it is not just that flying is safe (which is fairly well known), but that flying is getting safer.

### Layout

I picked an infographic with a tall aspect ratio because, as I mentioned before, it helps the reader know what to read next. It also helps those who are consuming the content on a smartphone, because those are often in a portrait orientation already.