

Infographic Write-Up

So this week, I decided to do my best at making an infographic made by the company I am pretending to be a part of, like during the executive summary when suggesting plans of action for the company. So I tried my best to make an infographic in the theme of Oceanic Airlines (Sorry, I really liked Lost however many years ago, and it was the first fake airline I thought of). This brought me to the color scheme and ideas put into the graphic, but I know there are a fair share of problems. When showing others the graphic they helped with some color choices to make the text easier to read, but there are some issues with the graphs. I know it is hard to read some of the labels and especially the tick marks on the diagram, but I don't know how to customize that in Tableau and I don't have access to Adobe Illustrator or any easy method to change that. Ideally, I would spare some of the detail in graphs and make sure they got the main messages. Less tick marks in the line chart and a bit clearer of a bubble chart. One of the problems I was having before was finding a way to show all the three main values in an efficient manner, which are incidents, fatal accidents and fatalities. I basically turned them into 6 graphs, 3 for 1985-1999 as scatters and 3 for 2000-2014 as scatters. By making fatalities into the size of the bubbles, I was able to turn 6 graphs into 2 by introducing element of size. This means instead of having 6 graphs all on different slides that we needed the audience to remember previous slides and hard to keep the audience engagement, having 2 side by side makes it easier to see the differences. Now we can see that the 2000-2014 data is lower on the x-axis, y-axis and size of the circles, which is a good thing. I really wanted to add some details around the infographic like the pink dots in the logo as sort of a path around the infographic, but this requires tools more sophisticated than paint. Ideally with an art team or something, that would be possible, but ideally no company is needing me to make something artistic ever. 1 because I am color blind and 2 because I am awful at it.