Milestone 5: Video Presentation Write-Up

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I wanted to start the video presentation off the same way that I have been doing all the public parts of this airline safety campaign (blog, infographic, and video) as a relaxed vacation feel. I wanted something to look like a postcard. That is why I chose that picture and the font. I also added the little Greetings from… to look more like a postcard from vacation. That is also why a lot of the concepts from the blog and infographic are presented here in a different way so that they would tie together for a full multimedia campaign. I also wanted to continue the more relaxed, conversational feel in this video while presenting it to the public, I feel that keeps them engaged and wanting to spend time listening to the video. I also wanted to try and ask the questions that the audience might be asking as they watch the video and then answer them with the statistics.

I found it interesting the difference between presenting to a public audience versus company audience. I feel like in the more professional visualizations it was more about making sure the numbers communicated the need to change the narrative of the public opinion but also maintain the company focus on their own internal goals like making a profit. Whereas with the public in the case of this project it was more about restoring the faith and hope in the industry and as I just said changing the narrative with facts and not just trying to “spin” the truth. That I think becomes one of the hardest and most important things about visualizations and presentations, to make sure that the integrity of the story is maintained and telling not only a good story but a truthful story. With both the executives and the public integrity needs to be maintained.

When it comes to what I would have done differently, the first thing that comes to mind would be to make sure I spend more time gathering and cleaning the data. I am sure for a longer project with a company there is more time and easier access to data that is good and helpful from all angles of the story, but I think one of the things I found later in the process was that I was needing to go back and find more data or that the data I had needed to be cleaned/organized more when I was making the visualizations. I also think I would have liked to really flush out all the concepts and comparisons a little more as I went on to tell the story. As I am also getting better at making the visualizations, I think the presentations got better and can get better. As the semester moved on, I found myself relying on one method of making visualizations instead of all the venues and variety of visualizations that were at my disposal. I have enjoyed that part of this class as I have been able to add to my visualization toolbox and I look forward to being able to incorporate a lot more types of visualizations using a variety of programs to make them.