DSC 640 Milestone 4 Write-Up: Infographic

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For the infographic I wanted to maintain the concept of traveling for vacation, so I started with a vacation picture at the top again. I then wanted to transition into the overall concept of the infographic, which is just to answer the question, which is safer flying or driving, and to continue the relaxed feel, using some fun little classic clip art style pics for the car and plane I feel made it fun. Then I wanted to section this off into 3 sections that tell a different part of the story. In my mind this is a companion piece to the blog and so it uses the same or similar pacing in the story. I wanted to allow the graphics to do most of the talking but still have one line to show the point of the section. The first section is to look at the trends and show that though they are both going down the airlines are much more significant. The second section is to again compare numbers. In the blog I used the simple charts to just show the numbers, but here I wanted to give the feel of a stop light with the green light being the airline and the red light being the driving stats. To finish off the infographic I wanted to look at a bar chart and the I really liked the way the spatial chart looked to not only show the stark contrast in the numbers but also where the worst states are. I then put the total numbers beside it to really “drive” the point home. In the infographic the visualizations are highlighted by the background colors that are also meant to relax with a nice blue and cream color. Those colors also speak back to the original picture as they are shade from that picture as well. The whole color scheme is meant to give that vacation feeling.