**DSC 640 Project Task 4 – Infographic**

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The intention for this infographic was to contradict the negative media stories and show that airline travel is actually getting safer, and the higher rate of passengers shows that they agree, while still providing hard facts in a visually pleasing manner. I used a template provided by Piktochart that was a list type in order to display the amount of information I needed to but edited it to flow in a story-like fashion. The color package was one of the predetermined options based on the template, but I chose to stay with blue/green to stay neutral, with a few reds and oranges to catch the eye. The dark background lets the text and graphics softly draw the attention rather than overwhelm the senses, like a full white background might.

I started by asking a question to catch the eye (“Is Air Travel Getting More Dangerous?”) but immediately jumped into a statistic showing that air travel is getting safter, leading into the passenger rates that seemed to only drop due to Covid. From this point, the goal was to show that air travel stood out as the safest form of transportation, and of the airlines available, the U.S. based options were the among the safest.

Unlike with the blog and executive summary, I did not include information about legislation, as any mention of government or politics can cause an audience to immediately lose interest. In order to reach the maximum number of people, I kept it simple to read and understand, while showing that statistical analysis had been performed.

The ethical discussion for this would include the fact that I work for this imaginary U.S. based airline company and I’m pushing a positive view for it. It points to a major bias in the presentation of the facts. Since I provided full transparency on my sources, two of which are large third parties that are regarded as only caring for safety, not airline sales, I believe I mitigated some of the bias. This, however, leads into a greater discussion on the choice of data being used, as there are millions of options available for any view you’re looking to present. In this case, the choices I made were to support my ability to tell a story, regardless of the content of the story, and gratefully it did agree with my initial bias.