**DSC 640**
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**Infographic, Supporting Document**


       This week for the infographic I decided to build a piece on Canva using a infographic type template to be visually appealing and catch the eye of wider audiences. First of all, I made sure to change all of my visuals and metrics to match the color scheme of the infographic but also made sure to keep the colors representing the data meaningful. The deep, maroon color is kind of foreboding and represents the auto traveling crashes and fatalities throughout the graphic, while a brighter more cheerful pink, kind of color symbolizes the airline incidents and deaths. Beyond the colors, I did change the visuals slightly, to be of better worth on an infographic, reaching wider audience and having to be interpreted at a faster pace to keep the attention of said audience.

       I made pairs of visuals throughout the infographic starting with pie charts that show total number of traveling incidents and total number of traveling fatalities with comparisons between the two types of traveling and how they each contribute to the total. This should open the eyes of the audience in just how little incidents and deaths airlines are responsible for when it comes to traveling and get them intrigued to see more of the infographic. Next, I showed fatalities over time with both a line graph and a grouped bar chart. These are pretty self-explanatory for the viewers and show them while airlines have deaths on the single digits every year, auto accidents and fatalities are volatile and unpredictable leading to so many more deaths. Lastly, I wanted to compare statistics in a visually appealing way so I revealed the fatality rate per 100,000 people for each form of travel. This shows that traveling by car has about double the fatality rate and should really drive home the point that air travel is overall safer with solid numbers.

References and Data Sources:

1. *Average seats per departure increase 11.5% over 2009*. PlaneStats. (n.d.). Retrieved November 4, 2021, from https://www.planestats.com/phxb_2015may.

2. *Fatality facts 2019: Yearly snapshot*. IIHS. (n.d.). Retrieved November 4, 2021, from https://www.iihs.org/topics/fatality-statistics/detail/yearly-snapshot.

3. *U.S. Air Carrier Safety Data*. U.S. Air Carrier Safety Data | Bureau of Transportation Statistics. (n.d.). Retrieved November 4, 2021, from https://www.bts.gov/content/us-air-carrier-safety-data.