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DSC 640 – 4.3 Project Task 4: Infographic Summary

In creating this infographic, I wanted to keep a light but serious feel to the subject matter. When discussing air travel safety, it could easily become too serious, too skewed towards a corporate marketing message, or too lighthearted. To keep the tone, I was looking to achieve, I began first with the color palette. By sticking with a blue color palette, as with the dashboard and charts used in the executive summary, a common thread feel is maintained through these mediums. Additionally, blue is a safe choice when working with colorblind friendly colors. Text was kept to white and black, to ease the eyes when reading, and additional colors were kept to a minimum. By working with varied shades of the same blue color, a 3D effect was able to be created in the background of the infographic. This adds to the depth and gives the design some movement.

In terms of graphics and chart types, a variety was selected to keep the audience engaged, entertained, and to help with increased retention. The initial charts are straightforward area and line charts to assist in highlighting a trend of air travel safety, as well as showing over a decade with almost zero fatal accidents. Moving toward the middle of the infographic, here the larger off-white area allowed for more color to be utilized, and the addition of a few graphics to highlight increased annual travelers and the dangers of auto travel in comparison to air travel. Finally, the remaining two charts, take advantage of text and an image to highlight the information. First, the large number illustrates the minute percentage of flights that resulted in a fatal accident. This is followed by a bar chart, with \$100 bills filling the role of the column to change up the bar chart as well as connect it to the increase in revenues.

Overall, the graphic is designed to be quickly processed by a casual reader, scrolling through a site on their phone or to be placed in the middle of a longer article on the increase in air travel safety. Since the audience for the infographic is different than the previous internal audience, a scaled approach is taken. The piece is professional, yet approachable, as to not drive away the audience with too many charts with too many data points. This is designed to appeal to as large an audience as possible, not just internal members, so all jargon has been removed and text kept simple. This design should appeal to and inform a large, diverse audience.