**Infographics Summary document**

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This infographic is intended for an external audience, not for the internal teams. According to what I understand about infographics, they must be educational and appealing. I am new to infographics, so I initially started looking for different tools to create them. I used Venngage editor, where I found many templates to create the infographics. It took many hours to understand the tool and its features. I can upload images, choose online pictures, and create tables, maps, and charts. Initially, I thought of using charts from my dashboard and tried them by uploading the images. But the page looks very odd. Then, I manually created them in the Venngage editor by entering the data. I picked up the metrics that spoke the unknown facts and presented them because our infographic's goal is to educate and potentially persuade the public that flying is safe.

I began with a cool background, and I intended for the graphic's main message—that flying is still safe to be clear from the title. I started by stating that flying is safer than driving. To make this point, I supported my claim by showing the death rate percentage of air travel and road travel, trend lines of airline fatalities, and airline incidents over the past two decades. This provided both a visual trend and the corresponding numerical information.

I then used a graphic to demonstrate the decline in airline incidents from 1985 to now. This shows that air travel has taken many measures to keep travel safe and thereby provide trust to the customers. I then focused on the fatalities part. China airline has a major fatality count followed by Japan, Korean thereby showing that US airlines are safe to travel with.

Then I focused on how much safer it has gotten following the 9/11 terrorist strikes. My final point is that local flight travel is safer than international air travel. This explains why there still seem to be airplane accidents, and the response is that they happen on international flights. To further emphasize the idea of the US, I added the image of the map.

Because a passerby could only have a few seconds to peek at the graphic, I decided to feature six primary points. I wanted them to understand the essential ideas rapidly. Graphs are available for those who have more time to examine the visual. They can observe that the statistics graphs support the assertions presented.

Because this is a serious matter and I want the audience to understand that the airline industry takes their safety seriously, I decided to stick with a visual that is kind of simple but makes a big message. I used Venngage editor, which is accessible to the general audience. Everyone can access it for free. The images I have used are provided by the Venngage tool, and using the images and graphs is not unethical. I have gathered information and conducted research using publically accessible sources. For the content I've grabbed and used in my Infographics, I gave due acknowledgment to the author or website.

**References:**

Aviation Safety Network(2022, August 20). Retrieved November 05, 2022, from <https://aviation-safety.net/>

Fatality and Injury Reporting System Tool. NCSA Tools, Publications, and Data. (n.d.). Retrieved November 05, 2022, from <https://cdan.dot.gov/query>