

Assignment 4.3, Project Task 3: Blog Post

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Following from Task 2, the company I work for (Southwest Airlines) has decided to publish some materials emphasizing the safety of airline travel in an effort to alleviate any concerns of the general public. I envision this as a three-part series of posts, each emphasizing a different aspect of airline safety. In this first post the goal is to emphasize the relative safety of airline travel to other modes of transport and to demonstrate how airline safety has increased over time and continues to do so. The following posts would cover what goes into airline safety and then how much safer the top safest countries to travel in (which includes the US) relative to other areas.

One ethical concern I had was in selecting the bar chart that compared the safety of airline travel relative to other modes of transportation. I had three different charts, by distance, by trip and by time and airline travel was only the safest by distance. I selected by distance however because it is the industry standard when comparing safety between these industries.

From a design perspective, I made some minor modifications to my graphs in order to fit them better to the blog post, but I stuck with using the Southwest Airlines company colors in the charts. I primarily used the blue when referring to air travel and the red for other industries or as an accent color when I needed to draw the eye to something. I don't know that it is reflected very well in the pdf, but I used Blogger to create the post, which had it's own challenges, especially since it doesn't accept SVG images. Since the audience for this post is the general public, I also tried to create more of a narrative with the text in order to draw people in and tell a story, rather than just regurgitating the relevant information.