Infographic Supporting Documentation

I created this infographic to be viewed by a general audience. I mainly focused on pointing out how safe airplanes are. I compared them to driving because this would be most people’s alternative and I also compared to some other rare events to highlight just how uncommon a plane crash is. I ended the infographic by showing how many people leave the country each year and all the exciting places they visit. I am hoping this makes people more interested in air travel. I tried to keep the visual interesting by mixing text, images and graphs.

I used cool blues and greys to make it feel calm to the viewer and tried to stick to the same color scheme throughout to keep it visually appealing. I broke up the sections with color blocks to keep them separated. I used simplistic images when possible, to keep the visual from becoming too busy. When I used images that contained non-scheme colors, I made them semi-transparent so they wouldn’t stand out too much and the eyes could move down the infographic naturally.