

Yusof Rahimian

DSC 640: Airline Crash Infographic

Term: Winter, 2023

The public has been told that flying isn't safe anymore by social media and news outlets. This infographic is supposed to show the public that isn't the case and that flying is actually the safest mode of transportation, which on the end of the infographic will show the last fatal US crash was a decade ago vs. almost 40,000 vehicles fatalities per years.

I stayed with blue theme which matches the theme of American Airlines, the sponsor of this infographic. I tried to stay with a neutral pallet and give it some color to attract more attention of the audience or reader.

I started with the main topic of infographic is "Is Fly Really Safer than Driving?". I've placed the main topic in the core and four branch are removed from the core which I wanted to show the large number of world Airline departures along with fatalities and the other side of core US vehicles licensed driver along with fatalities. It is necessary to mention that I compare the world airline departures and fatalities to the US vehicles and fatalities through 2000 to 2020. This section will convince the reader that there is the big difference between this two number which will prepare them to more for the continuation of the infographic.

Next, I wanted to draw the reader's attention to this sentence "Flying is Much Safer Than Driving a Car" which is located in the blue stripe to erase their initial mentality towards unsafe flying which has been heard from media.

Next, I wanted to show the numbers in a playful way. Airline departures, airline fatalities, airline accidents against the number of licensed drivers, and vehicle fatalities. I used the red color for vehicle fatalities to be highlighted for readers.

Then, I wanted to show the numbers in a playful way. Airline departures, airline fatalities, airline accidents against the number of licensed drivers, and vehicle fatalities with the line chart to be more understandable with different colors to show the important of them.

The next graphics then show the same timeframe of vehicle fatalities in the United States.

Lastly, I brought in American Airlines logo with a quote “The Last US Airline Crash Was a Decade Ago”. I used this sentence to reassure to reader that there have been no fatalities on the US Airlines in the last ten years.

I tried to bring out the best in the graphics so that when someone was just walking by, they came away wanting to fly and it was safe to do so. With American Airlines, I didn’t want to show the 9-11 crashes as they bring up very bad images no matter what airline the public was thinking to choose.

The ethical considerations were not wanting to show more than 10 years’ worth of data because of 9-11. Also, I didn’t want to include too many years as showing many accidents in 40 years doesn’t sound as good as showing small numbers in a shorter timeframe. Also, showing individual accidents as 1 versus displaying the total number of people killed in an accident.

References

The last fatal US airline crash was a decade ago: [Last fatal US airline crash was a decade ago. Here's what's changed \(cnbc.com\)](#)

[Aviation Safety Network > ASN Aviation Safety Database > Operator index > United States of America > American Airlines \(aviation-safety.net\)](#)

[Safety Record of U.S. Air Carriers | Airlines For America](#)

[FARS Encyclopedia: Trends - General \(dot.gov\)](#)

[Accidents and fatalities per year - Google Sheets](#)