Project Task 4: Infographic Summary

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Summary

Applied Design methodologies

The design for Infographic follows guide **from Chapter 7: Story Telling with Data**. Same color concepts and Design principles are applied from **Project Task 1 are applied to blog posts**. (*See link [Project Task 1: Summary](#)*)

The general idea is: **Blue** for accidents and **red** for fatalities. No charts were used for financial information.

Visual elements

I geared this part of the information towards public in U.S. So, instead of starting with global statistics, I started with U.S specific statistics. Since, infographics are designed to provide information quickly, I used visual elements that are aircraft or transit related. Following are the visual elements I used for the infographics:

1. Airplane graphic image and cloud image
2. Airplane clip art to divide text from the visual graph.
3. **Used U.S accidents per million flights and U.S fatalities per million passenger Area charts.**
4. **Global accidents percentage change between 2000-2020 and a line chart to represent it.**
5. **Donut chart to show chance of surviving plane crash.** Note: Despite of textbooks advising not to use donut or pie chart, it is one of the most used graphs. I also believe pie/donut charts can be very useful visually when showing significant disparity between 2-3 maximum categories. In this case I wanted to show 95.9% surviving rate, so I used donut chart to show just that number combined with text.
6. Globe and U.S tiny maps to show world vs. U.S chance of getting in fatal crash.
7. Transits graphic image to visualize different types of transit.
8. **Bubble chart to show fatalities by transit** combined with visual elements from no. 7
9. More slanted airplanes towards right to indicate keep flying.

Despite, infographics are visual aids, I focused more on text information rather than graphs from dashboard. Though, charts are there to provide some information, they are too tiny to get any information from it and putting a bigger size graph defeats the purpose of infographic aid. I also think no audience want too much technical details in the infographic, so I avoided using unnecessary items. Visual elements should work together with text elements in infographics.

Therefore, I experimented with font size, margins, colors to make the information fit correctly. Lastly, for the layout I followed zig-zag approach from left to right, so it is easy to read.

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