

It's safe to fly. Misinformation was spread following the downing of Malaysian Flight 17 and the disappearance of Malaysian Flight 370. Regardless of what you may have heard in the media, airlines are safer than they've ever been.

Historically, air travel saves lives. Highway fatalities have far outnumbered airline fatalities for years. It is clear, given the statistics, that flying is safer than driving. Less than 1% of travel fatalities result from flying. That's one out of every hundred accidents. The other 99% of deaths occur on the highway.

Air fatalities have continued to steadily decline since 1985. Although fatalities in air travel continue to drop, deaths on the highway have increased over 2000% this decade compared to the last. Airlines have always sought continual improvements, keeping safety the number one priority.

Airlines were ranked with a safety score, based on the incidents per passenger capacity in the last 30 years. These are the safest airlines flying today. Although crashes occur throughout the world, many crashes are safe and do not result in fatalities. Contrary to popular belief, airline crashes do not always result in death. As you can see, many airlines have had very few incidents and no deaths. What car company can say that?

Don't be afraid to fly. We are experienced at taking care of passengers. Due to years of safety compliance experience, we can assure you that flights are safe. Now, go out and get a plane ticket for the next trip to your parents' house. Be rest assured that you will arrive there safe. While we take care of your peace of mind, sit back, bring a good book, and enjoy the ride.

Design methodology:

I used BAN's to draw the audience's attention. I arranged the visualizations in a zig-zag pattern to match the story I was telling. I used a bold blue line and matching label to draw attention to the continual decline in airline fatalities. I bolded keywords to draw attention to the infographic from afar. I stuck to shades of blue but added a light orange to draw attention to the extremely large increase in highway fatalities.

#### Data Sources:

Airline Safety, Aviation Safety Network. Retrieved September 21, 2020, from

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Haveliwala, H. (2018, July 12). Airplane Crashes 1908-2009 - dataset by hhaveliw. Retrieved

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