

## Airline Safety: Facts and Figures Infographic

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**DSC 640**

Model Airlines has created an infographic for use in print and online information sharing. The focus of the message is on the overall increase in safety in air travel as well as consumer confidence in the airline industry. Rather than creating a targeted promotion for the airline, Model Airlines is acting as a representative for the industry to share the data with the public. However, the general color scheme of Model Airlines' previous information sharing practices has continued in this infographic to create a cohesive portfolio of information for various uses. Maintaining the same color scheme, font choices, and style choices creates a subconscious connection among different audiences and familiarity with the brand. If a person on the street sees a poster presented by Model Airlines about airline safety, they may be curious to look at Model Airlines' blog to look for more safety information. When they see the same style represented in different places, it will be easier to make natural connections between the materials and brand recognition.

The graphic showing the data about highway fatalities and air travel fatalities has been redone to match the intended style of the infographic, which is an homage to an airline onboard safety card. The airline fatalities information was redone as a funnel chart in Power BI and then additional elements were added to it on the infographic to turn the bars into seatbelts. The airline incidents information was redone as a proportional graphic using airplane seats. I thought about doing another funnel chart for this information, but it was too repetitive on the poster. The air traffic and airline profits charts are new to this infographic. They were pulled from previously used datasets but different data was used. For the prior pieces, data was restricted to nothing later than 2015, since the main dataset assigned to us did not have information past 2015. However, some of the other datasets only have robust enough data for dates past that. Therefore, I decided to use that data for this infographic.