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DSC 640: Airline Crashes Infographic
Term: Fall, 2022

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 that isn't the case and that flying is actually the safest mode of transportation.

I tried to stay with a neutral palette and give it some pop of color. I did need to keep a lot of white as the car and airplane images I chose to use did not have a transparent background. I stayed with the blue theme which matches the theme of American Airlines, the sponsor of this infographic.

I started with the main topic of the infographic which is "Is Flying Safe?"

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.

Then I just stated that "Flying is much safer than driving a car"

The next graphics are a line chart of airline accidents against fatalities and a graphic of an airplane with the total fatality rate in that same timeframe.

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

Lastly, I brought in American Airlines with a chart of the number of accidents and fatalities for the last 10 years. I chose a chart because the numbers were so low that I didn't think a line graph or bar chart looked good.

In doing this infographic versus the other visuals, this visual needed not to be studied like the other visuals but just quickly looked at and absorbed. 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

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