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Assignment: Week 9 & 10 Exercise 5.3 Project Task 4: Infographic
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Infographic seems to be doing pretty well in usage as I have started seeing them in a lot of different places. Infographics are a great way to get across key numbers in a simple way. I designed my infographic around getting the safety numbers for airline travel. I tried to keep the colors limited to just a few (black, orange for the main part of the infographic). I used different variation of orange due to where I found the images from different sites. I tried to maintain similar colors. I used large numbers to focus attention to the subjects that mattered. I used dotted lines to separate each section to give them their own focus. For example, if the number of people that flew in 2020 is the number I wanted to get across. I sectioned out that image and its number.

I used some complex visuals like a bar graph and donut chart, but limited them to four airlines. I say complex because if you wanted to see the numbers or compare years. It will require some focus to get it done. What I did was I provided the numbers I wanted people to focus on using large font and use orange as the color to make them stand out. On two of the visuals, I used additional colors outside of orange or black. I did that for a reason. Since the start of this project, I have used my fictious airline that I work for as main point. I wanted to make sure I showed them in the best light. The bottom two visuals, the donut chart and horizontal bar chart use different colors. I made sure Montego air was shown as part of the top four airlines. The colors are same for the four airlines across both of the charts. I made the horizontal chart just for fun using paper airplanes as a different way to do a bar chart. The Fatalities by Transport type was interesting to build. I added trend arrows to show which direction the fatalities are going. To give people an idea of how the information is trending. Plus it show airline fatalities trending down.

My main goal of the infographic was simple. Limit use of colors, focus and grab attention, simple way to get across my idea and make the visuals interesting. Those are the few simple ideas I used to build my graph. The other idea was to make sure the airline I worked for got mentioned.

Reference:

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3. Statista. (September 14, 2021). "Busiest U.S. airports in 2020, based on the number of passengers enplaned". From Statista.com.
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4. Flight Safety Foundation (July 2021). "Aviation Safety Network". From Aviation-Safety.
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5. Greve, H. & Gaba V. (March 21, 2019). "Research: Why Struggling Airlines Spend More on Safety". From Harvard Business Review.
    https://hbr.org/2019/03/research-why-struggling-airlines-spend-more-on-safety
6. United States Department of Transportation, Federal Aviation Adminstration. (November 2, 2021). "Air Traffic by the Numbers". From faa.gov.
    https://www.faa.gov/air_traffic/by_the_numbers/

Excel Files Use:

- Airline_Revenue_Fees
- Montego_Revenu_Expense
- Fuel_Other_Expenses
- Airline_Fees
- Aviationsafety
- Car_related_fatalities_per_year