From my limited understanding of infographics, they need to be informative, yet eye catching and memorable. I am not the most creative person, so this was very challenging for me. Since the purpose of our infographic is to inform, and possibly persuade, the public that air travel is safe, I used metrics that spoke to that and presented the facts.

I started with a neutral background with a picture of a globe on it, and added an airplane picture to it. I wanted the title to immediately state the point of the graphic, that airline travel is still safe. The first point I made is that flying is safer than driving. I used three metrics in one to illustrate this point. I used the number of accidents and fatalities for both air and car, and backed that up with the trend lines. This gave both the numerical statistics as well as a visual trend.

Next, I pointed out the downward trend in airline fatalities using a visual graph. The next point I honed in on is how much safer it has become since the terrorist attacks of 9/11. Finally, my last point is that flying domestically is safer than foreign air travel. This speaks to the question of why it seems like there are still airplane accidents, and the answer is because they are occurring on non-domestic flights. I added the picture of the map to reinforce the idea of the US.

I chose to have four main points, because a passerby may only have a few seconds to glance at the graphic. I wanted them to catch the main points quickly. The graphs are there for those that have more time to inspect the graphic. They can see that the graphs of the statistics back up the claims being made. I wanted each point to stand out, so I used different bold colors. And I kept the heading in white so it would stand out against the background.

I stuck with kind of a simple/bold statement type of graphic, because this is a serious subject, and I want the audience to understand that the airline industry takes their safety seriously.