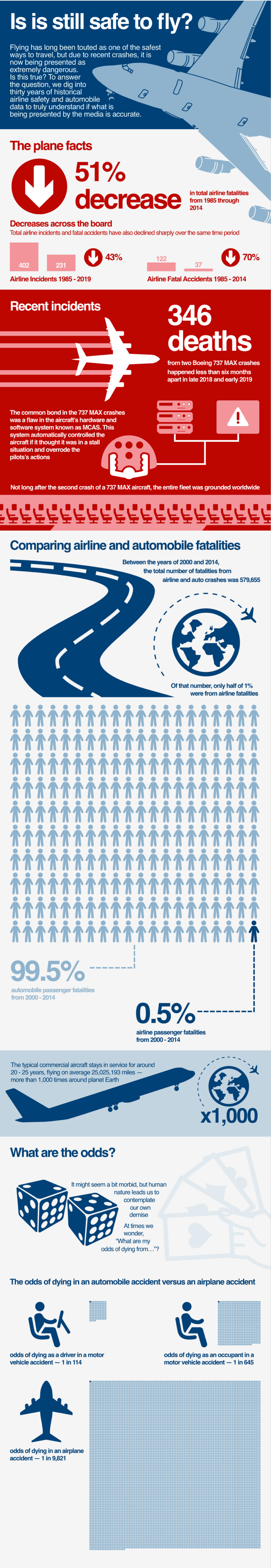


4.3 Project Task 1: Infographic



Summary

The infographic is one of the culminating pieces of the project, and to me, the ultimate visualized data story we are telling in this course. I am very happy with how things turned out, especially with the inclusion of more supplemental data information.

Visualizations

For off how low, fatalities to get less bar chart-y and concentrate more on BANs and other captivating ways to show the information. The fatalities from this particular aircraft came from two different flights less than six months apart, each from different airlines. Their common bond is the flaw in the aircraft's hardware and software system (MCAS) that automatically control the pitch of the aircraft if it detects a stall position. Not long after the second crash of a 737 MAX aircraft, the entire fleet was grounded. This piece of information is important to show that yes, recent incidents have happened, but these crashes are not typical, and explains exactly what caused them. The purpose is to show proof and evidence to help allay fear of flying.

The next metric displays the total of all airline and automobile make up only one half of one percent of the total. The very last metric are the odds of dying in automobile crashes versus airplane crashes, with data coming from the National Safety Council. I thought this was a very effective way to catch people's attention.

Infographic Design and Methodology

The infographic is meant to be consumed by the general public, therefore my main purpose was to really simplify the data presentation as much as possible while at the same time make it visually captivating and eye-catching. Per the instructions, "This audience is likely standing in line and would see this infographic on a wall or is scrolling on their phone quickly", I really wanted to get to the heart of the matter of the data story: flying is still safe, and here are the reasons why. The colors I chose are two of the primary colors (red, blue) and white, and various shades of them. I wanted to make the data stand out but also break up the different metrics and make the viewer want to keep exploring their way down the piece.