Project Task 4 Supporting Documentation

For this task, I wanted to tell a more professional story in the infographic than the casual story in my blog. The audience’s attention must be captured with content occupying a small space. I still wanted to use various colors and images to grab the attention of the audience. I chose to ask a serious question at the top of the infographic, so the audience could ponder and look forward to the information below. For the flow, I wanted to discuss three primary points. First, I wanted to show how air travel has increased over the years. Second, I wanted to address the negative aspects, which are the fatalities and accidents that have occurred. While doing so, I present information on automobile accidents to give the audience a perspective of how so many more automobile accidents and fatal accidents occur than for airplanes. Lastly, I wanted to provide a performance metric on how well airlines are servicing their customers. I use the following graphs and charts:

* U.S. Airline Enplaned Passengers - Shows the growth in number of passengers over the years.
* Consumer Airline Expenditures 2010-2018 – Shows how much is being spent on airline travel.
* Top U.S. Airlines 2000-2014 Fatalities – Shows number of fatalities for the top 4 U.S. airlines.
* U.S. Airline Accidents from 2010-2014 – Shows number of fatal and non-fatal U.S. airline accidents.
* U.S. Auto Accidents 2000-2014 – Shows number of auto accidents broken down by fatal, injury, and property damage only.
* U.S. Airlines On Time Arrival Percentage – Shows on time arrival percentage for U.S. airlines.

I was to able use some of the same data from previous project tasks, but in most of them, I either limited the duration of the years or limited the number of plots. This is due to the fact that we want to present the most relevant information for the limited amount of space that is available on the infographic. The new data source that I used was the on time arrival percentage. For my graphs, I tried to use background and text color that would complement the data in the graphs. I used different combinations of color and size to bring more focus on certain key text. I kept vibrant color in the graphs to bring more attention similar to a billboard. I chose images that were interesting and matched the tone of the content area. The one thing that I really struggled with was to be able to add the 6 required metrics visualized without the infographic becoming too busy. I think it is still a little busy, but I am hoping I managed to minimize it by adding and positioning text and images to create a more balanced look.

References:

https://catalog.data.gov/dataset/accidents-and-accident-rates-by-ntsb-classification-1995-through-2014-for-u-s-air-carriers

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https://cdan.nhtsa.gov/tsftables/tsfar.htm#

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Silver, Nate. "Should Travelers Avoid Flying Airlines That Have Had Crashes in the Past?" <https://fivethirtyeight.com/features/should-travelers-avoid-flying-airlines-that-have-had-crashes-in-the-past/>

Difference Engine: Up, up and away. Retrieved from <https://www.economist.com/babbage/2013/01/07/difference-engine-up-up-and-away>

Github Repository: https://github.com/cvibanez/DSC640\_Project