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DSC – 640

Week 7 – 9

The graphs chosen are a comparison of cars and planes safety. Best way to influence people is with a comparison of another item which is used often or every day. If you can convince them that the item, they are using is not better than the new one. Then, people will choose the other item if is affordable time saving and better. The whole point of the document and graph is to convince a specific point!

Most graphs are improved, and some are new not created before but substantially show data better. Since a comparison of most graphs were being done, I chose to have the same graph side by side. Except for the last one, the first two graphs are a comparison showing planes to be safer. However, I did not include time it takes for planes and cars to get to places. This could have been another talking point to convince people to buy the product.

Colors, size of text, positions were manipulated to attract people! Tittle were used to give people a quick understanding of the data being looked upon. All graphs include X and Y labels for a better understanding of the data. Red was chosen to represent the accidents, as red mean bad or trouble. Psychology came to the decision of the graphs color and looks. The final item were symbols representing the chosen mode, planes. This was a manipulation to leave people with a sense of which transport is better for use. Everything was some sort of manipulation either for understanding or for psychological purpose.