

### Infographic Summary

The challenge of this assignment was taking six important metrics and making them visually appealing to a general audience in one simple visual. I decided to approach the infographic with a story that read from top to bottom. The title leads the reader to want to know the answer to the question about if airline travel is safe. I thought the best approach was to use a number that answered this question right away. Therefore, if the viewer only takes a moment to look at the graphic, the first items they will see are the question about airline safety and a single number answer about the high percentage of passengers that make it to their destination safely. The number is also referenced in the blog post part of the project and I thought it was important to link it all together.

From that initial question and answer, I added metrics that go into more detail about airline safety. These metrics include the decline in airline fatalities and a comparison to car safety. After that, I thought it was important to connect to a business strategy for an airline which would be to sell more seats. The bottom of the graphic shows the sales of airline seats which should give the viewer a sense of safety in knowing that many people are still flying and also helps to put the other metrics in perspective.

As I stated at the beginning, the largest challenge of this assignment was to present six metrics in one visual. In an attempt to make the infographic easy to read, I added a color scheme of blue and yellow to separate the different metrics and caption. Furthermore, I added dotted lines to assist with the separation but they also provide additional travel aesthetic to the infographic.