

David Brehm

DSC640

Course Project: Milestone 3

07/17/21

Process

I mainly thought to highlight the trend of a decreasing fatality rate to offset the concern that major incidents tend to cause. Also, this is US-focused, so I point out that even the decreasing airplane fatality rate tends to be from international carriers. United Airlines for example has a very small fatality rate. Pointing out that air travel is increasing since it's minimum point last year could invoke some "fear of missing out" in readers to increase sales as well.

There isn't much of a focus on colors here other than the fatality rates at the bottom of the blog. The high fatality rate of automobiles is red to indicate negativity, while United Airlines small fatality rate is green to indicate a positive.

Sources

Harro Ranter, Aviation Safety Network. (n.d.). *Aviation Safety Network*. Aviation Safety Network. <https://aviation-safety.net/>

National Highway Traffic Safety Administration. (n.d.). *FARS Encyclopedia*. <https://www-fars.nhtsa.dot.gov/Main/index.aspx>

United Airlines Holdings Inc Revenue 2006-2021: UAL. Macrotrends. (n.d.). <https://www.macrotrends.net/stocks/charts/UAL/united-airlines-holdings-inc/revenue>