

Project Task 4: Infographic

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The goal of the infographic is to shed light on the travel safety concerns from the eyes of the airline. The method chose was to display transparency of the data to the public and display the facts. This audience is different from the others because they are not as technical, so the visualizations are kept simple with not many elements to analyze. The first visualizations shown are the fatal injuries declining and the causes of accidents. The visualization regarding fatal injuries is shown to bring consumer confidence back. By showing the causes of the accidents, it gives transparency to the public about the findings. The other graphics give statistics about the distance of flights and people flying. These stats are presented to showcase that people are still flying safely despite the attention from the media. Below, is another fatal injury chart to reiterate the decrease in accidents over the last few years. Lastly, the bottom chart gives information on the number of people flying in each state. The charts not displayed are those regarding profit. While the approach is to be transparent, profits and revenue is something internal that should be displayed and not publicly showcased. However, hiding this piece could raise some ethical considerations and the transparency of the project. Most companies display profits and revenue during shareholder meetings rather than infographics. The infographic colors are meant to pop out and catch the attention of the reader and the font is also black to stand out against the background.