Since I will be presenting a presentation for executive personnel of an airline who’s concerned about the overall airline’s safety presence to its customers and the overall picture, I wanted to create a professional PowerPoint that focuses on the current issues and statistics to combat the idea of poor airline safety and re-construct the image of the airline and all airlines around the U.S. In order to create this type of presentation, I have followed a text, color, and formatting scheme throughout the presentation to keep the viewers focused on the message and inspire the next steps for the executives.

Firstly, I will explain the color scheme and reason for the color chosen. For the presentation and visuals, I have decided to stick to various colors of blue, but a darker blue for most of the slides. I chose blue for a couple reasons. The first being that blue can be a calming color on the spectrum and it can help relieve stress for those that are viewing the slides so that they do not seem alarming or cause panic. The other reason that I chose blue is that it is the color of the sky which has connections to air line travel. For the presentation, I have created an agenda shown in the beginning to give the presentation structure when presenting to the executive team and to also allow them to understand the information that will be explained later down the road. With the agenda, I wanted to paint the picture of the current atmosphere surrounding air travel that is being told by the media.

Once the story is set, I wanted to show through various visuals including bar charts, line charts, and pie charts the truthful information surrounding the safety of those who plan on traveling through the air. For the first bar chart, I am explaining the decrease in global fatal accidents across numerous air lines across the world. At the same time, I chose to use a darker blue for the years with more accidents to seem more intense which would then be followed by a lighter blue for the years with less accidents to represent a more calm view since the color is becoming less intense which leads to emotions of relief and hopefulness. Looking at the line charts for accidents and fatalities in the U.S., I wanted to show how the numbers of each have dropped and remain to be low overall proving the safety of air lines to the executive. On the next bar chart, I would present to the leadership that there is a low chance of accidents occurring for every 100,000 departures which will represent the likelihood of an accident when traveling by air.

Outside of the safety of the air line, I think it is important to present economic obstacles and possible predictions that cause further hardships for the air lines. Therefore, I used a pie chart to show how much a difference in the amount of taxes are throughout the last fifty years. Like how I presented the various colors of blue with the bar chart, I wanted to use the same principle with the pie chart. As the years progressed and gained more taxes, I wanted to increase the intensity of the blue enacting more dread as the years continued since more taxes will signify higher prices for flights which is mentioned within the presentation.

After I have presented the statistics surrounding air travel and economic hurdles, I wanted to provide statements and observations to help reverse the image of dangerous air travel by utilizing the information that was provided. With these statements, the executive team may have some insight on how to approach the media, customers, and stakeholders in the future. A side note about the airplane icons. In the beginning of the presentation, the airplane is taking off symbolizing the beginning of the presentation. While at the end of the presentation, the airplane is landing connecting the end of the presentation. The entire presentation is connected to the journey of a flight.

Data References:

Aviation Safety Network

<https://aviation-safety.net/>

Airlines for America – Safety Record

[https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/#](https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/)

Airlines for America – Taxes

[https://www.airlines.org/dataset/government-imposed-taxes-on-air-transportation/#](https://www.airlines.org/dataset/government-imposed-taxes-on-air-transportation/)

GitHub Link: <https://github.com/gabriel-valenzuela/Valenzuela_Gabriel_DSC640>