Since I will be distributing this infographic for the general public who are now concerned about the general safety of air travel after recent media discussions, I wanted to create a simple visual that focuses on the improved safety of air travel and statistics to combat the idea that this form of transportation is no longer safe. The goal is to re-construct the image overall and create a sense of safety again for all future and new travelers. In order to create this type of visual, I have followed a text, color, and formatting scheme throughout the infographic to keep the viewers focused on the message and not feel overwhelmed by the statistics.

Firstly, I will explain the color scheme and reason for the color chosen. For the presentation and visuals, I have decided to stick to a sky blue. 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 travel. For the graphic, I have broken it into three sections to allow for intermediate breaks and allow focus into each area of safety and perspective.

For the first section of the infographic, I decided to present statistics about plane accidents that have occurred from 2000 to 2018. In this section, I wanted it to show how the cases of accidents are decreasing throughout the years within the two types of line graphs. At the same time, I wanted to provide the audience with the number of flights that are flown within this time range overall, per year, and per day to show that there are thousands of flights that are taking off and landing perfectly safely. The idea is to inform the audience that accidents occur at a low rate overall each year.

Looking at the second area of this graphic, the goal is to show the general public that they there is an extremely low probability that they will experience accident when traveling by air. To accomplish this task, I displayed a bar chart showing 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. Furthermore, I have chosen to show a 10% gauge meter showing the average chance someone was to experience a fatal accident between 2000 and 2018 along with a marker at the 5% spot. I chose this because I wanted to portray the very low rate of this occurring to someone. The bold and underlined percentages will capture the viewer’s attention further pushing the chances of any danger while flying. While they are seeing it is such a low chance, I ask a question on the infographic for them to compare the safety of planes compared to cars.

In the last section, I chose to give a global perspective of air travel and its increase in safety across several airlines. The first visual that I chose for this was a tree map showing popular airlines experiencing very few accidents within a fourteen year range. Next, I went with a pie chart to allow the audience to compare the number of global accidents that have been reported within the last 40 years. The idea is to portray that there is a fairly sized decrease in accidents occurring all around the world showing the audience that safety is taken seriously across various air lines. Lastly, the quote at the end of the graphic to have the audience consider how often they would have to travel before an accident would possibly ever occur to them.

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/)

Federal Aviation Administration

<https://www.faa.gov/air_traffic/by_the_numbers/>

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