

Essay

For this project task, I chose again to use mock-company colors throughout my video. I focused my main points on highlighting safety between modes of transportation, the long-term trend in air safety improvements over time, and differences in air safety standards to create a clear message towards the safety of commercial flight. I then focused a section of my video highlighting how the media attacks stemmed from a misinformed interpretation of data related to the non-commercial air industry.

I chose to use icons to express most of my main points and used passive, background animation to give an illusion of movement. I used muted or transparent colors to allow them to enhance the video while minimizing distraction. Icons were accompanied with number labels and narrated context for values. I incorporated one bar chart from my infographic when illustrating the historical trend in decreased fatalities, which I felt was the best way to convey that information, visually. I opted against typical axis labels and titles and instead relied more heavily on value labels and narration to clarify it. Finally, I chose to use a donut chart to quickly show how accidents compare between commercial and non-commercial air. Using minimal labeling, I relied on color to give context, and placed the value of interest in the center of the donut.

For this project task I felt it would have been more ethical to offer more details regarding the regulation differences between regulations for commercial and non-commercial classes of flights. The statements made in my video are accurate, but it left no room for small differences. For example, some private charter companies might enforce higher pilot training standards despite not being required to by the FFA.

Sources

Accidents & Fatalities Data

<http://aviation-safety.net>

Deaths by Mode of Transportation

<https://injuryfacts.nsc.org/home-and-community/safety-topics/deaths-by-transportation-mode/>

Total US Passengers 2020

<https://www.statista.com/statistics/193590/total-air-traffic-passengers-travelling-to-or-from-the-us/>

Regulatory Comparison Commercial vs Non-Commercial

<https://rmas.fad.harvard.edu/pages/chartered-private-aircraft-0>