

Project Milestone 5

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DSC 640: Data Presentation & Visualization

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Video Presentation Content

The video presentation is designed to be intriguing to a broad audience. The content is designed for easy comprehension across a variety of demographics. This external audience will not be as familiar with US Airways or airline travel as an internal audience would. Therefore, I started my presentation with information specific to US Airways to present our brand right away before the audience may stop paying attention. I want the audience to associate US Airways with safety from the start of the video presentation. For that reason, my first message to viewer is “Airline Safety. US Airways Keeps You Safe!” A well-written script of key points helped me to ensure that I was continuously promoting a consistent message highlighting the safety of airline travel via US Airways.

Visualization Selection

I designed the video presentation to be attention-grabbing with stunning visuals to draw in the audience. This includes a title and conclusion slide featuring a large, shiny airplane. For the body of the presentation, I elected to use a moving background of an airplane in flight. This will put the audience in the mindset of an airline passenger looking out the window while traveling by air. I once again leveraged the sky-blue color palette, as I am conveying information on air travel. I chose to utilize a variety of graphics. A few infographic features were incorporated for quick comprehension. When presenting information on U.S. Airways, I utilized positive elements such as awards to signify accomplishments and prestige.

Ethical Considerations

The data must be presented in a fair and honest manner. The accuracy of the data is key, along with promoting visualizations that tell a true story without attempting to skew the audience’s perception toward US Airways.