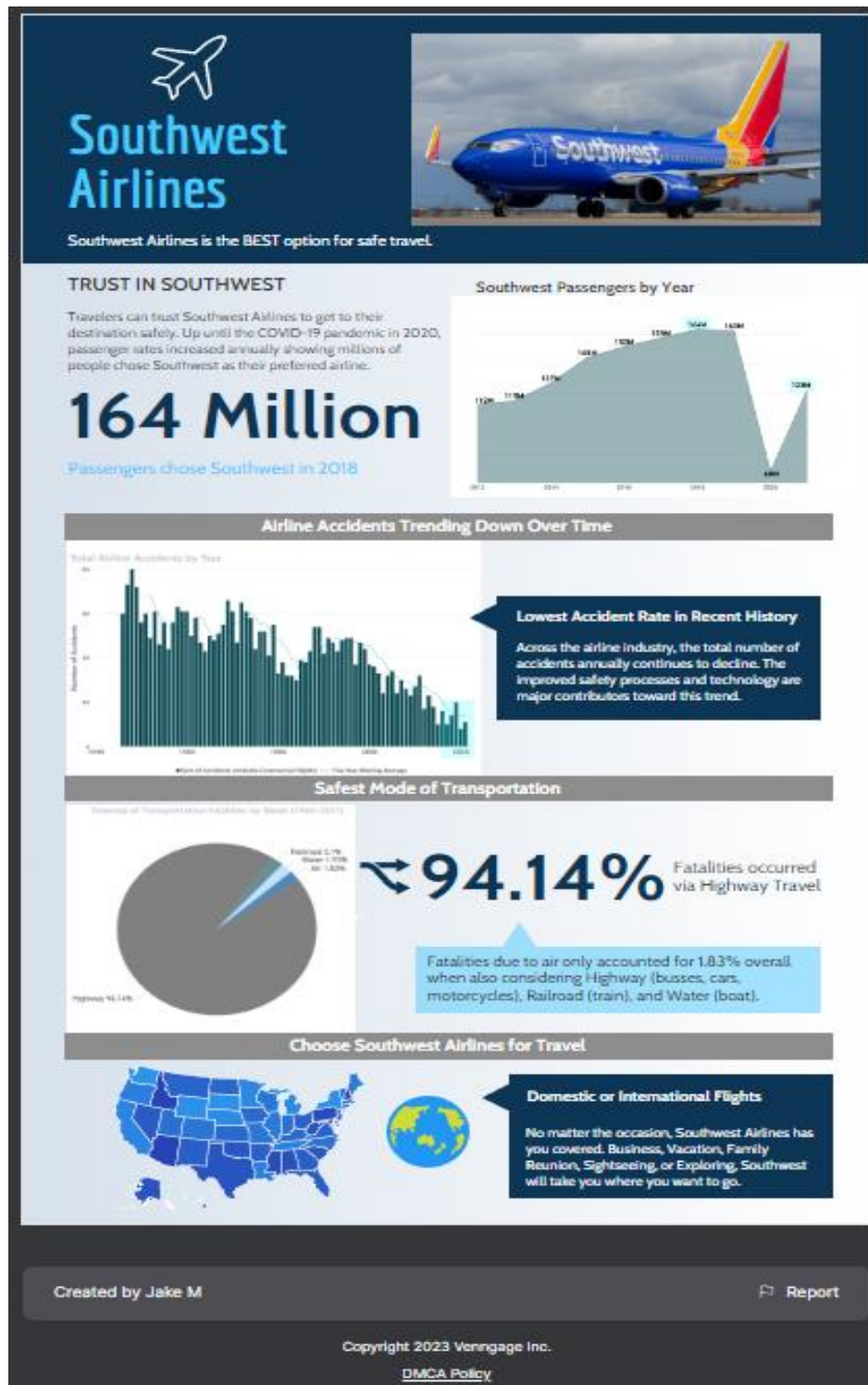


Infographic



DCS 640 Data Presentation & Visualization (DSC640-T302 2233-1)
Bellevue University
Term Project: Milestone 4 Infographic
5.3 Project Task 4: Infographic
Author: Jake Meyer
Date: 02/16/2023

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Milestone 4 Requirements:

The Scenario/Business Problem:

Due to recent unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public. But are any of these claims based on facts?

You work for an airline on the data science team as a data analyst and are a resident data visualization expert. You have been tasked with helping multiple groups in the organization combat this negative publicity and help tell the airline's side of the story. There is a fear internally about what this type of media coverage will do to airline sales and how it could impact the future of the company. Not only do they need you to help create some internal communications, but you will also be tasked with what is published to the public and the media.

Note - if you select your own topic, you must stick with the same business problem.

Examples:

- Media: Letting babies cry it out... Business Problem: You work for a company that sells baby soothing products and want to combat the media
- Media: COVID Vaccine isn't safe for... Business Problem: You work for a hospital or pharmaceutical rep and want to combat the media

The business problem above demonstrates the importance of storytelling, presenting information, and arguably most importantly - the ethics around how we present and share information. You are welcome to make up data for this project to meet the story you are trying to tell. You should never do that in a real project, but this is for academic purposes only.

Project Task 4: Infographic

You've successfully gotten your blog post out, which has started to be shared with local news outlets and you have seen it shared on various platforms. While somewhat controversial in the data visualization world, you have been diligently working on an infographic that has nice clear, creative visuals that help articulate the message and inform the public what the real story is! This audience is likely standing in line and would see this infographic on a wall or is scrolling on their phone quickly – so grabbing their attention is key and making sure the visualizations makes sense is the only way you can change their opinion or inform them of what is really going on.

The following must be submitted to the assignment link:

- Infographic (See this link for the benefits of using infographics: [Infographics: The Benefits of Their Use Online](#) (Visually, 2015).
 - Your Infographic should have at least 6 visual elements on it.
 - Make sure you follow a design methodology that you can defend (colors, labels, chart types, etc.).
 - Must have used at least 1 supplemental dataset to the original.
 - Cite your sources!

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- A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? How was this audience different than the internal teams? What did you choose not to share with the external audience? What are some ethical considerations you need to make sure to think through when presenting to the public and with images vs text/audio?

Remember: your GitHub repository can act as a portfolio for potential employers! I would highly suggest using this to submit your work, so you can fill it with good content that demonstrates the projects you are working on! Make sure to submit as PDF to GitHub vs other file formats that will require download.