Rickord, Jake JJ
Week 7-8 Defense

        For the blog entry items here, I found it most viable to draw the readers in using a narrative story to bring attention and illustrate what media detractors are attempting to do via sensationalizing their stories in an effort to scare readers. Then I wanted to contrast it by showing what *actually* happens in the case of a reader taking a flight.

        Once we've drawn the reader in with this parallel (more like perpendicular), we can show just how flawed their understanding of the statistics behind their claims are. We start light by illustrating advantages from a comfort perspective, then we move into issues barring readers from taking a flight normally, and finally drive home the biggest points via our illustrations on trends within the industry itself, and their rival favorite in automobile comparisons.

        From this, we've drawn our readers in, we've made plain the visualizations necessary to draw the simple conclusions we're looking for them to make, and leave them with a parting understanding of just how simply wrong the current campaign is skewing these relationships. Then we finally leave a tie-back to how our visualizations and stats have driven home the latter image from our opener, that of peace and happiness in the contrast with the bleak message from media presentations.

        Though this has maintained steady throughout our projects, we attempt to visually cue readers by using green for flights whenever comparisons are made, and blue when internal comparisons are made to link their stats to being good, while vehicle comparisons are usually painted in red, linked to bad statistics.