Rickord, Jake JJ
Week 9-10 Defense

Looking at our infographic here, my goal as I entered into creating it was to target specifically those who were too afraid to fly (immediately thought of my mother who fears them). Started out with a title scheme I've found entices readers in with the title: subtitle schema. As for background colors, I wanted to give the idea and tie right into the airline theme (think Delta, Southwest, etc all have similar color schemes with blue and white), connecting to readers thinking of the sky and soaring through it. Also blue traditionally invokes feelings of calm and trust, which is what we're looking to establish here.

Debatable point here would be the title, which some may not 100% know in the older crowd, but this was a popular song on the radio in the early 2010s receiving significant airplay. Tying into that, we weave our narrative together with the familiar song and its descriptions of being "safe and sound". Tying into our first graphic, we display this increase in safety by showing a gradual but continual decrease in airline security incidents, elaborating in our text the time scale.

Moving into our next graphic, we leverage the distinction and hyperbole shown on how traditional vehicles account for over 95% of travel fatalities and hone in on that via donut chart and skull & crossbones, painting the visuals red to further emphasize a fearing nature regarding cars.

On our next page, we continue the cloud type visuals (white also representing purity in a traditional sense), and demonstrate that individuals who are fearful of flying are not alone! In fact it's quite common (still displaying it in red to show an error in their ways). Then, after driving that home, we leverage 3 stats on flying back to back to back to show that one: number of flights one would have to take in a lifetime is downright crazy (obviously that's not directly how the stats work, but goes to show nonetheless that stats are improbable of an accident). We smooth this into showing that as of 2018, the largest passenger count ever of ~4 billion was attained, and this is projected to increase.

Lastly, we drive home one last point, on the white background to separate and emphasize it, leaving the reader with the outrageous percentage of plane rides that occur without any incidents. This staggering stat should stick in our readers' minds as they leave from the infographic and give them much more peace of mind after reading.