**Final Project Write-up**

**DSC 640**

For the presentation titled **"Above the Clouds: Journey of Safety and Resilience"** I aimed to deliver a compelling narrative highlighting the advancements in airline safety over the years. The decision to structure the presentation with visual elements such as flight wings, clouds, and a relatable protagonist like Sarah was intentional, as it helps to engage the audience and draw them into the story.

The choice to begin with a title slide followed by an introduction to Sarah, a seasoned traveler, was made to humanize the narrative and create a connection with the audience. By portraying Sarah's apprehension amidst media reports of airline safety concerns, I aimed to capture the audience's attention and establish the context for discussing airline safety.

The subsequent slides focused on presenting key statistics and visual comparisons to emphasize the significant improvement in airline safety over the years. The use of infographics and moving visualizations helped to convey complex data in a clear and impactful manner.

While the internal audience may have been more familiar with the subject matter, the external audience for this presentation may include individuals with varying levels of knowledge about airline safety. Therefore, it was essential to simplify the information and use visual aids to make the content accessible and engaging.

In preparing the presentation, I carefully selected the content and visuals to ensure they aligned with the overall message of safety and resilience in air travel. Although I did not use a script, I outlined key points and transitions to ensure coherence and flow throughout the presentation.

When presenting via audio, ethical considerations such as accuracy, transparency, and sensitivity to the audience's concerns should be prioritized. It's crucial to provide information, avoid sensationalism, and address any potential biases or conflicts of interest. By adhering to ethical guidelines, we can maintain credibility and trust with our audience while delivering a compelling narrative on airline safety.

References:

https://github.com/fivethirtyeight/data/tree/master/

https://explore.dot.gov/views/DV\_FARS\_PV/FatalityRates?%3Aembed=y&%3Aiid=1&%3AisGuestRedirectFromVizportal=y

https://web.mit.edu/airlinedata/www/Traffic&Capacity.html

https://www.iata.org/en/pressroom/2023-releases/2023-03-07-01/