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Course: DSC640 Data Presentation & Visualizations
Assignment: Project Task 4 – Supporting Documentation for Infographic
GitHub Link: https://github.com/madelinebauer/DSC640DataVisualization/tree/master/Project

For my infographic, I wanted mostly graphics and minimal wording to keep it straightforward and easy to look at. Like the instructions stated, the thought is that a viewer will see this infographic quickly in line at the grocery store, passing by in the airport, etc. so there won't be a ton of time to read through information.

The top graph shows that deaths are consistently decreasing over recent years. For the phrase above the graph, I chose to bold the words "deaths" and "decline" because that helps a viewer see what I want them to very easily before scanning the rest of the infographic. Two years are also annotated to show a high point and a low point on the graph.

Moving down the poster, I cut the middle section into thirds with gray rectangular boxes. Grey is a neutral color that doesn't take away from any of the visualizations present. They were used to simply create separation between the next set of visualizations.

The green was chosen for the passenger line graph because it is a nice neutral color. The line graph is accompanied with a short amount of text which portrays that people are still choosing to fly, so there shouldn't be any reason to be scared. The middle portion is a statistic that provides evidence as to why air travel is still safe. The bar graph on the right was chosen to clearly show the differences in air incidents from 1985-1999 and 2000-2014. The line graph above focused on deaths, and I wanted another reason for the audience to feel comfortable with air travel. I chose a bar graph because they are easily interpretable. The totals were placed above each bar as the y-axis is small and hard to read from afar.

Moving to the bottom of the page, I chose to compare air fatalities to highway fatalities. I showed this data in two formats to really get the point across that air travel is actually safer than highway (vehicle) travel. The text in the center provides the hard facts, so I didn't feel the need to add numbers on the bar chart or percentages within the pie chart too. The audience should focus solely on the numbers in the center of that section.

In conclusion, all visualizations were created to help illustrate that air travel is safe. I hope that the viewers find it helpful in easing their minds if they do have any doubt with air travel.

References & Data Sources

[1] https://en.wikipedia.org/wiki/Aviation_safety

[2] https://github.com/fivethirtyeight/data/tree/master/airline-safety

[3] https://www.bts.gov/content/transportation-fatalities-mode

[4] https://www.transtats.bts.gov/Data_Elements.aspx?Qn6n=E

[5] https://en.wikipedia.org/wiki/Aviation_accidents_and_incidents