Infographic Explanation/Design

**1st Chart**

Title (“Should You Travel By Plane”) was meant to capture the reader’s attention and get them thinking about traveling by plane.

The biggest fear with flying by plane is crashing, the first infographic was designed to show a decrease in passenger deaths over the past 100 years.

**2nd Chart**

Next the reader sees that nearly 99% of all transportation deaths occur by automobile. This should make the reader want to travel by plane due to the fact they have a higher chance of dying wile driving.

**3rd Chart**

Was designed to show many people are comfortable with flying, and it continues to increase even after the COVID pandemic.

**4th Chart**

Compares the average price of an airline ticket to a ticket sold 10 years ago. This helps the reader see traveling by airline is very affordable.

**5th Chart**

This was the final infographic used to drive the idea that domestic travel is very safe, especially when compared to other countries. The vast majority of the US air travel is domestic. After reading everything our audience should feel comfortable that airline deaths are on the decline, passengers are returning to the airport, traveling by air is cheap and safer than by car.

**Color Scheme**

My previous color scheme was green/gray to show the good statistics. With the infographic I decided to use calming colors to put the audience at ease. As well as use both white and black font to make headings stand out from the background.