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DSC640 Data Presentation and Visualizations

TERM PROJECT MILESTONE 4 - ABC AIRLINES – Infographic Summary

8/13/2022

Infographic content – infographic is a graphical representation of concepts, or of patterns in data or information. In other words, it is an informational piece designed to pass on the content in a fast way. It needs to be crisp, with colours that grab the readers attention and use of pictures and graphs are vital.

Visualizations – The first couple of visualizations that I have utilized for the infographic is to bring out the increase in the aircrafts from the past 2 decades and show the reduction in the fatalities. This is to make the consumer realize that millions of people across the world fly in airplanes without any fear and with modern technology the fatality rate has significantly decreased.

The next section was to compare vehicular fatalities with the Airline fatalities to negate the perception that travelling in cars/vehicles may be safer than aircrafts.

Finally, I added a visual to encourage the consumer to choose from various Airlines that are in the game while subtly pushing them to think of our airlines for their next trip.

All the colours utilized for the infographic is to ensure they are not ‘on-the-face’ while also keeping them casual and colourful to grab their attention.

Ethical considerations – I have ensured there is no customer personal details mentioned in the infographic. All the visuals have been created from data sources extracted from public domains, shared by organizations for educational purposes. All references are mentioned in the post.

