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Professor Armstrong

DSC 640

**Assignment 4.3: Infographic Summary**

The infographic was inspired by the background image used for this project, which is an image of clouds in the sky. I also need to mention that I had adjusted the background image’s transparency to make it appear lighter. The design methodology was also depended on the background image and the colors were selected from the shade of blues that were in the background image. The color for the title and color bars were selected from the dark shades of blue from the background image. The color of the text overlaid the color bars was white, since it was an easy way to make the text readable. The color of the text in front of the background image was a similar dark blue color to have the text pop out over the background.

I selected data visualizations that I knew were going to be view easily and understood by the public. The visualization used were line charts, a pie chart, and bar charts to be understood by the public and the internal team. Infographics are meant to be seen by a wide variety of people who might not have knowledge in the domain of air and road safety. I wanted to make the data be understood by all people and I did not include heatmap visualizations for this infographic. The reason for not using heatmaps was the visualizations did not contribute to the overall visual message. The heatmaps would have just confused the audience since the visualization did not show a clear difference. Like I mentioned before, I assumed the infographic was going to be viewed by the public. I wanted to have sections that assisted in answering the title of the infographic.