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Project Task Four: Infographic

Write Up

In crafting this infographic, my objective was to present aviation safety data in a format that is visually engaging and easily digestible for the public. I selected diverse chart types, including bar charts, heat maps, donut plots, line charts, and pie charts, to effectively communicate different aspects of the data. Each chart type was chosen for its ability to highlight specific elements of the safety data: bar charts for comparing categories, heat maps for visualizing intensity, donut plots for showing proportions, line charts for trends over time, and pie charts for part-to-whole relationships. Bright, contrasting colors and clear labels were employed to ensure that the visualizations are immediately understandable, even for those quickly scrolling on their phones.

The public audience, unlike internal teams, requires straightforward, concise information that reassures them of air travel safety without delving into overly technical details. To avoid confusion or overwhelm, I intentionally omitted complex data analyses and statistical jargon that are essential for internal reviews but would not benefit the general public. Ethical considerations were crucial in my approach; I prioritized data accuracy and transparency while presenting sensitive safety information responsibly to avoid misinformation.

My choice of visualizations aimed to strike a balance between clarity and comprehensibility, ensuring that the infographic effectively communicates the data while maintaining its accuracy and reliability. By focusing on visual clarity and factual integrity, I strive to build public trust and showcase the industry's commitment to ongoing safety improvements. This infographic serves as a bridge between complex data and public understanding, reinforcing the industry's dedication to maintaining and enhancing aviation safety through clear, impactful communication.