Blog Post Summary document

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The purpose of this infographic is to educate and persuade external audiences about the safety of flying. As a beginner in creating infographics, I researched different tools and settled on using the Venngage editor. After spending several hours learning how to use the editor, I created the infographic by manually entering the data and using templates provided by the editor.

I started with using charts from the dashboards I created in previous week’s work. But the page looks very odd with the images. Then, I manually created the graphs in the Venngage editor by entering the data. I picked up the metrics that spoke the unknown facts and presented them because our infographic's goal is to educate and potentially persuade the public that flying is safe.

To ensure the infographic effectively conveys the message that flying is safe, I focused on six key points and used visuals to support each point. These visuals include graphs showing the death rate percentages for air travel and road travel, trend lines for airline fatalities and incidents over the past two decades, and a graphic demonstrating the decline in airline incidents since 2000. The infographic also includes a map to emphasize the safety of US airlines and highlights the safety measures implemented following the 9/11 terrorist attacks.

As the safety of air travel is a serious matter, I took care to ensure the infographic is simple yet impactful. I used images and graphs provided by the Venngage tool and conducted research using publicly accessible sources. I also gave due acknowledgement to the author or website for any content used in the infographic.

The ethical considerations that came up while presenting to this audience or doing the research are to make sure no sensitive information or personal identification information is in the blog post. All of the information I presented is based on publicly available sources, and I made sure to provide accurate and up-to-date information with relevant references. Overall, the infographic is designed to educate and persuade external audiences about the safety of flying, using visual aids to support key points and a simple yet impactful design.