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Infographic Summary

When searching for an infographic for this project task, I decided to use this template because I liked the warm blue tones, and I thought the woman speaking was a friendly touch and I thought she looked like a flight attendant so it would work with the theme. I added all the other plane and car elements and made the graphs by adding the data straight into the site which built the map and bar charts for me which was nice. I stuck with blue for the airline data and red for the car data to stay consistent with the colors. I also personally associate red with something negative which is why I chose that for the car data to contrast with the airplane data.

Because this is an infographic and it’s an external audience, I wanted to keep the text short, make the visuals stand out, and not use technical jargon to make it simple and easy to understand. It should be something that can be easily digested and understood, which is also why I made the size differences (like for the 54X element) and bolded some parts of text in the lower portion to make them stand out. Some of the things I chose not to share were all the line charts I made, because some of them were a little confusing at first glance, and I thought would take a bit more time to comprehend. I didn’t want to throw a bunch of numbers at them either, so I made more just general statements rather than backing up every statement with data.

Some ethical considerations I had were by making statements more generalized and simplified through this medium, some of the credibility is lost. Therefore, I chose to include some numbers and charts to make it seem legitimate. Another concern is that images could be misinterpreted if they don’t have the data or text to back it up. One disadvantage to using this specific website and template was in order to keep the US map the right size, some the states’ data would not display. The hyperlink to the infographic (below) does allow you to hover over the map and see specific values which is nice, and it also includes the hyperlinks to the sources at the bottom of the graphic.

Sources:

* <https://aviation-safety.net/>
* [https://www-fars.nhtsa.dot.gov/States/StatesCrashesAndAllVictims.aspx](https://www.blogger.com/blog/post/edit/6133827764292449297/5723245611840770819)

Link to Infographic on Venngage:

* <https://infograph.venngage.com/ps/uCgr58yYXLU/airplane-safety>