DSC 640

Kiana Gonzalez-Rodholm

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Project Task 5 – Summary

For this project task I made a video with my voice recorded over some B-roll footage and added some of my own visualizations made through Tableau. The title of the video is “The Truth About Airplane Safety” because I wanted to stick with the same idea I did with the infographic and use the video as a platform to show the world that the media is incorrect in their assumptions that airplanes are unsafe. I also wanted to end the video in sort of a commercial-type endorsement to the airline that I work for. I used Videvo to get the free footage used throughout the video and tried to use clips that defended what I was saying while still setting a positive tone. Therefore, I chose blue for a lot of the background colors, and made the car data more orange and red. I really wanted to emphasize certain numbers (such as the 54X), which is why I called those out as text. I also chose to add in a few visuals from Tableau to establish some credibility and show the audience some of the data, so I wasn’t just talking throughout. I was proud that I was able to maneuver a moving Tableau graph and be able to record it on my desktop to use it in the video.

Because this is an external audience, I chose some of the simpler findings and only presented the visualizations that were quick to grasp and easy to understand since there was little time to view them, and the viewers are not subject matter experts. If this were an internal audience, I wouldn’t have been so high-level, used more complex terms, and dove deeper into the analysis. However, since the audience was external, I wanted to highlight the story and emphasize the main goal throughout the video: that airplanes are safer than automobiles. I did use a script where I wrote down what I was going to say, that way the recording could be as smooth as possible.

Some ethical considerations are if there are those who are hard of hearing, they may have a hard time understanding what’s being presented without closed captioning. That’s why I tried to add some of the graphs in there as well as text boxes over the video to make it easier to interpret and not all images. Thankfully most video streaming sites (like YouTube) have closed captioning auto enabled. It’s also important to consider how much data and analysis you can get in a three-minute story. When the idea is to tell the story and give an overview of the analysis, there’s not a lot of time to dive deep into the data, so it’s important to speak with intention and purpose. I really enjoyed editing and making this video, with the limited editing software I had I was proud with how it turned out, and hopefully you are too!

Sources:

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