**Course Project Task 4: Infographic**

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The data sources for the infographic was the same as the blog post and the executive summary. The main dataset was from the Flight Safety Foundation at aviation-safety.net. I also utilized additional data tables from the National Highway Traffic Safety Administration at <https://www-fars.nhtsa.dot.gov/Trends/TrendsGeneral.aspx>. I did add in a reference for the 77% statistic from a news9.com article.

My main goal with the infographic was to grab attention specifically to the positives of airline safety at the top. That is why I put the “air travel” safety graphics at the top right away with a big bold statistic of “100% of Pilots have a Pilot license”. Now that is rather anecdotal and vague. My intention is to not exactly educate the reader on the intricacies of becoming a pilot, but rather implant a thought that causes them to think on their own “how difficult is it to become a pilot? Probably a lot more difficult than getting the driver’s license I got at 16 years old”.

I had a similar intention with the big bold text of “2.8 Million Flights” with an airplane next to it. Hoping this would draw the reader to the caption and get more context. Then the Vehicle Travel section was last. I really liked the idea of using the car graphic and filling in 23 of the 30 cars to drive home the point of how many people really experience accidents in the US.

I chose not to share the blood alcohol data with the external audience. I feel that something with that many details such as the varying levels of BAC can get lost in an infographic. I prioritized the number of fatalities, pedestrian accidents, and per 100k population accidents instead. Ethically I think it is important to include the references which I did at the bottom. I think the main consideration I had when designing this was to make sure I didn’t use something completely ludicrous to grab attention that had no context. There are many infographics/images/memes being shared on the internet that are not only likely incorrect but are “cherrypicked” to include only context that supports the designer’s ideas. I feel that if a reader glanced at my infographic and only took away the two giant bolded items (100% of pilots have a license and 2.8 million flights per accident) those are correct (not cherrypicked) statistics that can generate more thought later on.