Term Project

Milestone 4 - Project Task 4: Infographic

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Infographic Summary

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The goal of this milestone was to build an infographic representation of our term project. These visuals are something that can be looked at by the public using various social and media outlets.

I chose a layout from the website Venngage. This is a great site and it was easy to grasp the ideas presented in the different layouts and the functionality of the editor. The 6 reasons infographic allowed for me to identify 6 different areas of interest to focus on. This could be presented as a whole or each of the sections could be distributed in quick fashion as segments ads on websites or social media. If presented as a whole graphic, I used the “safety first” sign and pole to string together the points. Each of the sections is intended to grab the audience’s attention with tangible information. This audience most likely is not going to spend much time reading detail so it was important to layout facts.

The internal team presentation consisted of laying out all the facts and determining relevancy. This audience wants those bullet points of information. Data I chose not to share was trends over several years to avoid any confusion with date or timeframes.

Ethical considerations would include understanding the audience that uses WeFly services. There is a potential need for infographics in different languages. It would be in the best interest of the advertising group to survey a small group of consumers for there opinion of the understanding and readability of the graphics.

P.S. – this looked better in the Venngage software but I didn’t want to pay to download it so I pieced it together in Word and created a pdf. They have a nice product that works well for this concept.