

Project 6, Video Write up

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For the video that I made for my company, NewJet Air, I decided to present content that was related to safety and focus on three areas: that we care about our passengers, overall safety, and training. I picked visuals for this video based on aesthetics, focusing on a photo with a cute child in it, an airplane going through sunny clouds, along with three very simplistic data displays. I picked two bar and one pie charts for this video. I keep the color scheme for the visualizations very simple, blue for good and orange for more negative. If there was an emphasis on a particular aspect for a chart (like the training chart where all aspects of the flight crashes for training purposes are important) then I only used one color.

A main difference from an internal audience to this public facing audience is that I assumed the audience had no experience with the topic and no experience reading charts. I spent more time on sentence level data (e.g, 1 out of 11 million) than very detailed explanations of charts. In order to determine what to present, I thought about what the most important message was to deliver for airline safety based on the information we had, I tried to glean out this top line message and still provide some facts in the time we had to do so. For nearly all public speaking, I tend to write out a script. For these topics where I am not an expert, I find myself tripping over wording much more easily and more concerned about mistakes thus I recorded quite a bit. Ethical considerations that came up for me was my desire to have people believe me and like me, I wanted that conveyed as much as safety information. It made me think about how much in advertising, that likeability goes unnoticed by the audience and how powerful that can be. I think the psychological aspects of a presenter always can bring bias because the audience may not be sure what they like about a message or even if they know the contents of the message.

References

What Are the Odds of Dying in a Car Crash? Know the Risk, Miller-Wilson, K. (accessed 2023, November 5). Love to Know. <https://www.lovetoknow.com/life/grief-loss/odds-dying-car-crash-real-facts>.

What Are the Chances of a Plane Crashing? (An Analysis), Dunham, E. (accessed 2023, November 5). Executive Flyers. <https://executiveflyers.com/what-are-the-chances-of-a-plane-crashing/>.