

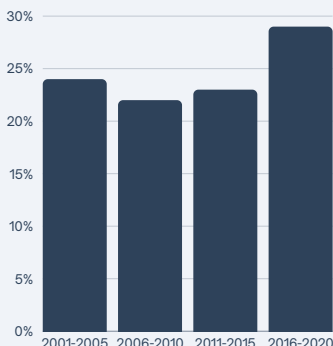
NEW JETAIR

SAFE, SECURE, TRUSTED

New JetAir has the best safety profile. We are proud of this accomplishment, yet never rest. Each day, the utmost care and attention is given to the safety of our passengers.

SAFETY INCREASING

Each year, safety **increases** for airline travel in general. Over the past 20 years, safety has increased 22 to 29% every 5 years.

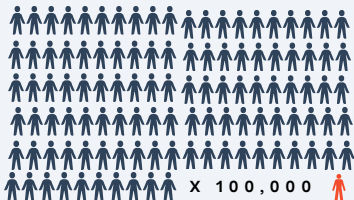


WE KEEP YOU SAFE

Over the last two decades, the number of commercial airline crashes has **decreased by 95%** for every 100 million passengers.



AIR TRAVEL IS SAFE



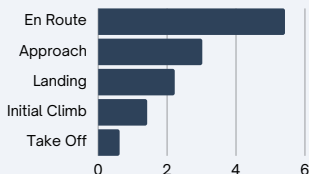
Plane crashes are very rare events.

The odds of dying in a plane crash are **1 out of 11,000,000**.

Fatalities from auto accidents are much more common
 • 1 out of 101.

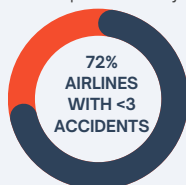
TRAINING GUIDED BY RESEARCH

Training our pilots and airline staff is guided by research to strengthen our team in every way possible.



OUTSTANDING SAFETY

New JetAir is grouped with the best for our safety record. Our 10 years in the sky demonstrate a perfect safety record.



WORLDWIDE SAFETY



We get you to your destination safely

- Airports in 25 countries
- Talented employees globally
- Safest way around the world

email us: newjetair.safetyfirst.org

Project 6

Kristie Kooken

November 5, 2023

The infographic that I created utilized a simple color scheme that was related to other colors schemes that I have chosen throughout this project. I kept the background plain, slightly off white, with navy blue and orange as the two main colors. In this infographic, I included six visual elements with four being data visualizations; three were charts and one was a pictographic. For the charts, I did not use the color scheme to emphasize aspects of the chart information but presented this more as a visual to assist text stating airline safety. Likewise, I used both colors in a positive and negative fashion – I did this because the infographic needs to be eye catching, so I treated each area as a way to communicate a fact and blend with the rest of the infographic. For example, my pictographic has one orange person (representing the death) and 99 navy blue people (with text of x 100,000), the title is also in orange to tie the small number of deaths to the message of “Air travel is safe”. Also, for this infographic, instead of showing how airline fatalities have decreased, I reversed the y-axis and said that airline safety had increased as a way to have the message positive. Though I think this particular decision is acceptable, I can appreciate how it would be easy to go too far in trying to create a positive message and potentially misrepresent the data. I kept my charts simpler and more limited; airline safety has improved quite a bit in the last 20 years and even in 2021, it was not possible to calculate the odds of having an airline crash. However, diligence should still be a high priority for the airlines. My infographic is more simplistic as I think this is a better way to present this type of information. I reduced down my text quite a bit from the presentation and the blog though I think further refinement could be possible. Ethical considerations come up with trying to make negative data positive sounding, as well as attempting to use language to gain confidence with the audience and change the subject or make fatalities seem less terrible.

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/>.