**Flow / Storytelling**

The flow of the visualizations was based on how I went about conversing with my audience. I lead off with an eye-opening statistic showing how seemingly rare accidents cause many more deaths than airline travel. I then drill down into modes of transportation. First, I again show how seemingly rare forms of travel like Railroad and Water cause more fatalities. Then, I reinforce this by showing how most air fatalities don’t even come from airlines. Next, I address arguments the audience may be making in their head with visuals specifically geared towards them. Finally, to wrap up the post, I leave the audience with a concrete thought to keep in their head; that they are much more likely to be struck by lightning than die in an airline accident.

**Color**

I used shades of grey and one shade of blue. The blue was always used to highlight the focus of the article, airline safety. Grey was the default color used throughout.

**Chart Types**

For the first three visualizations, I was highlighting the magnitude of the difference between airline fatalities and other causes of death. Therefore, I used bar charts. For the third chart, I was showing the proportion of airline deaths compared to other aviation deaths, so I used a stacked bar chart. I didn’t use a 100% stacked bar chart here because I still wanted to show the relative amounts year to year. For the 4th and 5th visualization, I used line charts even though I wasn’t necessarily showing a trend. I could have used a stacked bar chart again here, but I wanted to emphasize how the vehicle rate was **above** the airline rate year after year. I also did not think airline fatality rate + vehicle fatality rate was a natural thing to think of as a whole. Finally, I chose to use text for my odds statistic since there was only one statistic I wanted to focus on to get my point across.

**Data Labels / Titles / Axes**

In general, my rule was to increase the data to ink ratio as high as possible. I eliminated axis titles when they were either obvious (like with years) or stated in the title. I eliminated the legends in my line charts by labeling the lines directly. I eliminated the x-axis in my bar chart and y-axis tick marks in my column charts by putting the data labels directly on the bar or column.