For my infographic I decided to build off the 6 key points I made in my blog point previously as they were designed specifically to inform a general public of how safe flying really is. In general, most of the visualizations were condensed to fit in a smaller space and to be interpreted faster – by a passerby. I used Canva to create the infographic and make most of the edits to the visualizations. Only the actual bars of the charts came from Power BI.

In order to increase speed of interpretation, I added icons to the bar and column charts that represented categories. For the airline category, I used the same icon for 4 charts. For the one chart that was just considering air as a mode of transportation, I used a different icon. Similarly, I used the same vehicle icon repeatedly when it was representing the same thing.

There was only one color and two shades of grey used. I tried to keep a larger data ink ratio with minimalist design and not confuse the reader with too many colors. The dark blue color was used in the charts to direct attention to the airline or air values. In the texts, blue was used for the primary point. Secondary comments were made in a default shade of grey.

One of the key changes in the charts was to switch the fatal accident rate and occupant fatality rate line charts to bar graphs. I summed the data from 2000-2018 to create an overall rate per 100 million miles. I though it would be easier to compare two data values than a trend over 18 years.

Another key visualization change was the addition of a bar chart for the comparison of odds in fact number 6. I wanted to be able to show the large difference in odds that may be lost in text. One set of odds is given in millions and the other is in thousands. My thought is that the bar chart would put the difference into perspective.

Finally, the overall structure of the infographic is obviously made to take the reader from top to bottom. The fact numbers and line in the center of the page were put there in order to help guide the user through the graphic. Further, each fact had a visual to help the user understand.