Project Milestone 4

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Infographic Content

This informational piece is designed for fast and simple communication of the key data takeaways. The purpose is to give people information even when they are not necessarily seeking to become informed. Therefore, I made simple comparisons and reduced clutter wherever possible.

Visualization Selection

I once again leveraged the sky-blue color palette, as I am conveying information on air travel. The black contrast within the infographic made the infographics more bold and visually striking. Additionally considering the reference to death, the black color felt appropriate to represent fatalities in the data. When presenting information on U.S. Airways, I utilized positive elements such as awards to signify accomplishments and prestige. The icons within the infographics help to convey the data focus. For example, I utilized the people icon relative to human fatalities data. I also used an airplane icon for data on airplane accidents. Since the labels can be hard to read in this small format, I added a car icon and plane icon to my fatalities chart comparing travel by air to travel by automobile.

Ethical Considerations

I considered a variety of visualization options. However, when the data visualizations must respect a certain level of simplicity for a quick read, I needed to be careful about fairness in the presentations especially when referencing competitor data. For example, I considered creating a pie chart of all airline fatalities across the industry with a slice representing U.S. Airlines twenty-three total fatalities. Upon reflection, I realized that would not be fair to lump all of the other airlines together when presenting our specific airline's fatality data. Obviously, our airline would represent a significantly smaller slice of the pie.