Due to the sensitive topic being covered in the infographic, blue was chosen as the primary color to be represented to establish a calming tone across the document. Due to the purpose of the graphic to quickly disseminate information at a glance, the visuals were kept as simple as possible. The metrics used were ones that were well received by both the executive team and the blog audience.

Any number that can be quickly referenced has been both bolded and colored the same background trim of the document. They serve as the foundation of what is being presented. Any direct supporting information is placed next to the data/graph and shown in non-bolded font. The white text is then the descriptor that gives the overall concept of the visual or data point. There are dark blue words in these white text sections to highlight either a new metric that relates to the main metric being presented in that same section or an important contextual piece of data.

Lastly, the placement of the title and the main metrics are along a alternating left-right orientation. This layout is intended to grab the auidence's attention and guide them in a natural left to right motion that they follow when reading. Next to all of these metrics is a subtitle that explains the message that the particular section is intending for the audience.

This infographic provides important info about the subject quickly and gives a greater context of the issue when the surrounding text is read. This should inform the audience of the data quickly as well as direct them to our other documents if they show interest.

Aviation Safety Network: https://github.com/fivethirtyeight/data/tree/master/airline-safety

NHTSA: https://www-fars.nhtsa.dot.gov/Trends/TrendsGeneral.aspx

Github Repository: https://github.com/tripleee19/AirlineSafety