Given the sensitive nature of the topic, gray coloring was used as the primary source of color to give a sense of professionalism and focus concerning our presentation. Blue was used as a secondary color to have a calming effect with the audience. Combined with simple designs, this color scheme helps establish an air of quality and context surrounding the issues that are being discussed throughout the presentation.

The structure of the slides is straightforward. Various background shapes with straight lines and uniform space between one another bring about an air of modernism throughout the presentation. With the message of “Where we stand today” being the driving force, this modern feel is critical to the design. Simple designs are used to establish an area of focus for the reader can look towards as well as spaces where contrasting colors can be displayed against one another. This display of contrasting colors creates visuals to help bring the audience into the topic and hold their attention at key moments.

As for the graphs, their simple nature has been kept from the earlier presentations due to the clear and effective message that they are able to demonstrate for the audience. Even with the same visuals, the tone of delivery is different. With a more general audience, the presentation is more focused on the human aspect of what we are presenting. Our internal presentations focused on the issue from the perspective of the company and how this affects us. To do that here would undermine everything we are trying to say. That is also why we went with and audio presentation as well, to help the audience connect with the topic on a more personal level.

Speaking more specifically about the data, some preparations had to be done to get it ready for presentation. For instance, the data had to be paired down for the road vehicles (whose original data went to 2018), so that the data would cover the same period for both. Also, the data for the number of miles travelled had to be standardized between road vehicles and airlines. The airline data was originally km per week and had to be changed to billion miles per year to accommodate the data that was available on road vehicles. To give a cleaner view of the graphs, the pre-built structure of the graphs was done away with, so the bars had to be directly labelled manually to get the point across of what the data was saying. Other financial data had to be prepared as well, however, it was only seen in the internal reviews since it did not have the same pertinence when presenting to the general audience.

If I had to approach this project from the beginning, I would have gotten more data about other sources of public transportation to develop a stronger narrative that airlines are still the safest way to go. With more time, I would have also looked at a flashier way to present the data at the end of the project.

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