**Intro:** Hello, my name is Heath Arroyo and welcome to my visual argument project for my Composing Digital Media at the University of Pittsburgh. My visual argument is centered around accessibility for people with physical disabilities. Often when I go out with my parents we have trouble entering certain buildings or businesses due to their lack of ramp access for my brother Kai. My argument is aimed at business owners and any entrepreneur looking to start a new business. It often does not make sense why these businesses would not include a ramp by their entrance. Ramps can be used by anyone and it stimulates business further by being a more inclusive environment.

**Reflection:** This was a fun but rather difficult project to complete. I chose to structure my visual argument around accessibility for those with intellectual and physical impairments, but I was not prepared for how hard it was to convey my argument visually. My intended audience is for entrepreneurs who intend on creating their own businesses, as well as already established businesses who lack accessibility options. The goal is to communicate the idea that EVERYONE is a customer, and a lack of accessibility options pushes away potential customers. Initially, I wanted to create a comic in a parking lot where someone who is fully capable takes a handicap spot, leaving the handicapped person to park in a space comically far away from the desired location. This was meant to convey the idea that handicapped spots should be reserved for people who need it, and when they are used by people who are abled it runs the risk of making those who need it park an uncomfortable distance away from where they need to go. Then I changed my concept to visually encompass all businesses as a whole. For my final design, I was set on having a split image: One of the two images portrays a abled person walking up stairs to enter a storefront while the handicapped person faces away from the store because they are unable to use the stairs, and the second image portrays both a handicapped and abled person heading into a storefront via a ramp. I wanted to create a symmetrical image that is pleasing to look at while also focusing on the balance between the two images. I also wanted an aspect of the two images to juxtapose each other conveying my argument more clearly. Both images have two people in it holding money, and the only thing different between the two is the way the people enter the building. One entrance has a stairwell and this is juxtaposed with a ramp on the other entrance. Ideally, I am trying to convey the idea that businesses should be more handicapped friendly. Handicapped people are still potential customers so it doesn't make sense why some businesses use very little or no ramps at their entrances. I’m also trying to communicate the idea that ramps are beneficial to everyone. They are not exclusively limited to people who are handicapped, so it just seems like the better option in my mind. For my final design I went through two revisions. In the first revision, which is on the Github page, I had the visual in landscape with a black background. This created a lot of empty space that I had nothing to fill with and it took away from the image. I decided to remake my visual in portrait mode, and instead of a black background, I used a blue background that is supposed to remind the audience of the blue handicap signs in public.