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I wanted to promote awareness to the inordinate markups that pharmacies charge on diabetic medicine and more specifically glucometer test strips. Pharmacies usually have a markup of at least 250% on test strips. This can make test strips one of the most expensive parts of diabetic care; with insurance I have to pay \$95.00 for a months supply of test strips in addition to candy for low blood sugar, insulin, and insulin pump supplies. The picture below has the universally recognized sign of diabetes, a person pricking their finger for blood so that they can test their blood sugar. To make this an intextual visual argument, I would want to show an anthropomorphic representation of a common pharmacy chain sneaking money out of this woman's purse while she checks her blood sugar. I could be something like a body but instead of a head, it is the logo for Walgreens. After coming up with the idea to promote with my visual argument, the difficult part was how I would want to represent the idea. I needed to find a universally recognized symbol of diabetes, a person checking their blood sugar, then I needed to indicate that they were being taken advantage of by the pharmaceutical industry. For the second part, I drew inspiration from the famous anti-Walmart add where it shows a Walmart executive with the Walmart smiley face destroying a community while making money. I realized that the same basic concepts still applied and could be used in my add.



URL:http://sixuntilme.com/blog-mt1/images/march07/testing_bloodsugar.jpg