My visual argument is a simple image of a deer leaving a dead tree to head towards one with foliage. Combined with text saying that deer are leaving behind only invasive species the image shows deer's effect on the local environment. This piece is meant to make people quickly realize that the number of deer in Pittsburgh parks is a major negative. My big goal is to get people to act towards ways to deal with this overpopulation.

Because of the nature of using multiple different photos for some of the parts of the design I had to use a lot of the select tool. Both trees and the deer were moved around a lot to get the arrangement I wanted. The different types of select tools had uses in fact, for selecting the actual trees and deer I used the scissors select tool to remove the irrelevant parts of the photo. Then I would use the fuzzy select and select by color tools to narrow the selections down further. For instance, the fuzzy select managed to get the deer while I used select by color to remove the bits of white or blue of snow and sky from the trees. Once I had the main pieces ready, I organized them in a simple layout with a concise implication. By having the deer head from the tree without leaves to the one with leaves I could symbolize the damage caused by the deer. However, I realized the current visuals were awful and inconsistent. So, I once again selected the main set pieces and colored them in with the paintbrush tool. Now the issue of the deer looking pixelated from being a greatly scaled up part of a bad photo and the main pieces didn’t all have drastically different styles and lighting. Next, I gave the basic backgrounds seen in the piece, split in two to make the image still look like it takes place in a real setting instead of a void. I then realized that while the trees and orientation of the deer made sense to me, my audience of the ignorant and people trying to protect the deer would not understand the issue being presented so easily. This led to me adding the text describing the issue they pose. But plain text was bland and didn’t match the lack of balance seen in the rest of the piece. So I split the text into three colors, I chose green for the right because that is the area that still has nature, while the left is red to contrast with the opposite color and lack of nature. I of course just went with black for the middle because it is a rather neutral color and visible over the background. After the addition of the text I felt rather content with my piece. However, a little later I felt something was wrong and quickly realized, the piece was potentially inaccessible to the color-blind, and not only that but also a bit too symmetrical. So, I quickly reached out to my red-green colorblind family members and friends to see if they could read the poster. Luckily, the red and green I chose were bright enough to both be read and differentiated. Next I realized the solution to the lack of asymmetry was rather simple and it could make the image easier to understand. This is why I added the grass on the right that becomes less prevalent the further left you look, it is second indication of the damage caused by the deer.