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Visual Argument Full Draft Intro

I chose to do my visual argument on the American childcare crisis. The American childcare crisis was already a national issue before COVID-19. Now, the American childcare crisis has gotten so bad that many childcare centers across the country are at risk of closing their doors permanently. My design choices, such as scaling and contrast, helped me achieve my rhetorical goals because my visual argument is able to make a better impact on the audience if both images are scaled to a similar size. My visual argument uses the Picture Superiority Effect because it primarily uses the impact of the images rather than the text itself. My visual argument also uses a lot of contrast between the two images because they are drastically different in terms of color and clarity. Many Americans do not understand the seriousness and perplexity of this issue or simply do not know that this problem even exists. My visual argument’s rhetorical purpose is to both bring awareness of the American childcare crisis and to support the cause of the American Families Plan. My visual argument is targeted towards whole families with children, particularly parents and grandparents. The context that I want for my visual argument is for a parent or grandparent to see it on a bulletin board or billboard at their local library or community center.