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Reflection

This time, the Visual Argument assignment was tough. For the first time, I felt overwhelmed by my choice of topic. The topic I chose was a poster promoting the United Nations Volunteer program. The demographic I want to reach is young people between 18 and 24. So, there are a couple of things that could be improved with my poster. The first is how to reflect the United Nations; the second is how to reflect the young people and what kind of slogan to use as propaganda.

My classmate provided me with a solution to the first puzzle, and I quickly found a picture of the United Nations building in Geneva. In the following process of photo processing, I referred to several concepts, namely "Empty Space," "Signal-to-Noise Ratio," and "Picture Superiority Effect." I used the United Nations building as the main body of the poster, but the color of the photo of the United Nations building needed to be simpler. Flags of various colors, tall trees on both sides, and many clouds in the sky, if added to the slogan, will make the photo look cluttered. So, my first step was to create an Empty Space where I could fill in the slogan and reduce the complexity of the photo. The way I finally came up with it was to make the whole picture black and white and use a watercolor smudge filter to blur out as much of the image as possible that was too detailed but not important, such as the leaves. My goal in making most of my photos black and white is to highlight my main points with a small amount of color. First, I used a mask to restore the national flags to their typical colors and replace the sky with a Union flag. These are the main things that I want to show the United Nations: the flag and the sky of the United Nations are blue, and the national flags represent people from all over the world. I used the United Nations flag as the background and carved the words on the gray sky using masks, blending the slogan with the flag. It was hard for me to find pictures of young people that could match the style of the UN building. So, I refer to the "Picture Superiority Effect" and use other pictures to express my view. Finally, I chose several silhouettes and adjusted them into brighter colors to reflect youth and vitality.