Introduction:

My visual argument project focuses on climate change as it calls action to how the Earth is slowly deteriorating. I utilize rhetoric to get this point across as I focused on using the “fear appeal”. I am hoping that when viewers initially see my project their eyes are drawn to it. I want viewers to gasp when they see it. This choice was made to portray the severity of the issue. The text that I included refers to how citizens all around the world are going about their daily lives without concern for the wellbeing of our world. The problem is only getting worse, which is what I hope people can extract from my visual argument.

Reflection:

**The project that I created acts as a “wake-up call” to those who may be ignoring the issue of climate change. Although the intended audience is those who are informed about the details of issue but refuse to act on it. The visual argument that I created would be found at a climate change protest or potentially within an environmental activism building. The piece includes various layers that are tied together by fear appeal. The usage of fire set to the earth as well as human beings falling into those flames is meant to arouse the viewers into action. I used varying colors to emphasize specific words such as “earth and fire”. These are intended to catch the eyes of the viewer. I originally had the two phrases “get your head out of the clouds..." and "the earth is on fire” as the same color, a similar font, and closer together but after receiving feedback from my peers I altered these aspects. These changes were intended to make them contrast further. I intended to make the the poster appear as a collage by using varying types of images such as cartoons, realistic drawings, photos, and digital writing. I hope that those who see my visual argument are initially taken by surprise, but eventually take action to improve the degrading state of our planet.**