Visual and Rhetorical Argument Reflection:

For my visual argument, I wanted to focus on the negative effects of social media and its prevalence in our lives. I was inspired by the Netflix Documentary, *The Social Dilemma*, which discusses the dangers and mechanisms behind our favorite social media platforms and how it allows corporations to buy and sell our personal information. For my visual argument, I wanted to showcase that social media consumes our attention, and the addiction can have effects on our daily lives. Each quadrant of the visual demonstrates different examples, such as the effects of technology and social media on our work life. The child surrounded by games shows the addictive qualities of these apps and how they can become time consuming. The bottom left quadrant shows how our attention to smartphones can blur our surroundings and prevent us from being in touch with reality. The girl in the bottom right photo showcases the negative effects on body image due to social media and depictions of female standards. Young women are surrounded with these societal depictions of beauty that often lead to negative self- esteem.

In terms of the design features for this project, I tried to incorporate gray scale with pops of color. I used gray scale for the four main backgrounds to provide a stark contrast between the apps and the setting. This was also enhanced with the use of drop shadows on the apps to provide a more intrusive and ominous feel. The quantity of surrounding apps is meant to demonstrate the main message of the visual, and I wanted that to be apparent to the viewer. I also attempted to provide balance by incorporating the pattern of gray scale and glowing colorful icons in each of the four quadrants. This also allowed for repetition throughout the image to reduce confusion from the main message. The text on the bottom of the visual also incorporates this color theme. I only added one line of text in order to orient the viewer, but I wanted to focus mostly on the visual implications. I wrote the line "No One Can Escape" in order to connect all four examples and showcase how universal social media addiction has become. I also wanted the images to be relatable to all people because it showcases everyday scenarios. I also decided on using four aligned quadrants in order to connect the elements using the invisible gridlines of the image. This allows for the eye to easily follow the different elements and provides organization.

I was completely unfamiliar with Gimp and had to rethink my original approach. I had to work with my understanding of the different layers and tools in order to create a professional looking image. I did not want to get stuck on an idea that I was unable to effectively produce. I was able to use the healing tool, the drop shadow feature, and organize my layers to add elements to all aspects of the project. The scaling tool came in most helpful when trying to layer the applications onto the black and white scenes. I was able to learn many helpful tools that assisted in the production of this project, especially with limited prior knowledge.