

I decided to do this visual argument to form as a PSA style ad about body image. Body Image is something most people struggle with, especially young adults, so this is a topic that can relate to many different people. I work at Western Psychiatric hospital with mainly a population under 18 so many of these feelings and emotions have been expressed to me by the patients. Many times these patients use art as a way of expressing themselves, so I wanted to create something similar to the art I have seen during my time working there. The black and white overall color of the image is supposed to invoke the gloomy, depressed tone of the topic being discussed. There are hints of red in the photo that represent danger, impulse, aggressiveness. These are all feelings that can be attached to negative body image or body dysmorphia. On the right hand corner of the image is the word "Diet" but the word die is highlighted in red while the "t" is just outlined in red. I originally only had the first three letters in red with the "t" in black and white. I had received some feedback that it was hard to read the word diet with this approach so I shifted the word onto all one line and added the red border on the "t". Throughout the photo are scribbles, nutrition facts, and newspapers which add to the cluttered/ black in white look. There are so many thoughts that go through a person's head when "spiraling" with dark thoughts. One newspaper in particular has the word "bigger" highlighted in red to drive the point home about the negative feeling that is apparent when obsessive over their body. A challenge I experienced throughout this project was where to place all of the individual photos in a strategic matter. At some points I felt that the image looked too busy and it was hard to grasp the argument I was trying to display. There was a balance that was hard to find with making sure the image wasn't too bare while also making it easy on the eyes. One way of fixing this was to make some of the background images more transparent to allow for the word "Diet" to be more of the focal point.