For the visual argument project, I chose to do a piece on fast fashion to underscore the terrible labor practices used by companies that contribute to overconsumption and waste that ends up impacting both consumer and worker. These trendy clothes might be a bargain to us as consumers, but it comes at the expense of a worker being paid a pittance for their work. On one side of the image, there is a girl buying an affordable piece of clothing that represents the demand for cheap and disposable fashion in our society. On the other side, there is a worker sewing a piece of clothing detailing her days’ pay, highlighting the labor practice that fast fashion is associated with (low wages, long hours, and poor working conditions.

The visual argument should impact your thinking by pushing people to consider the human cost of their clothing choices. It highlights the need for sustainable and ethical alternatives within fashion and the importance of consumer awareness. To address these issues, I used positive and negative space to create the contrast between the two individuals in the image as well as visual dominance. The images of the consumer and worker are on a solid background color and are larger in scale than the text bubbles or words.

This visual argument has gone through several phases, but I ended up pursuing a simple design after receiving feedback during class. To create this image, I sourced the images of the consumer and worker and attempted to find colors that contrasted but balanced the image and tone of the graphic. Throughout the design process, I learned many skills since GIMP was a new software to me. Within the nine layers I used, I was able to scale, crop, and duplicate features within the graphic as well as used the text, eraser, flip, fill, color select, and alpha channels features. The composition of features, tools, and elements within the visual argument were great choices to convey the message and hopefully influence future purchasing behaviors.