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### Media Assignment Reflection

For this assignment, I chose to visually tackle the issue of fast fashion as it is something I see becoming more and more prevalent as a societal issue. The goal of my work was originally extremely expansive as I wanted to not only create a visual argument against fast fashion, but also wanted to give my audience of young women facts about fast fashion as well as tips on how to avoid it. For one image, this became a bit much to handle so I settled on making my assignment simply an argument against fast fashion that aims to inform young women in their late teens to early twenties of the negatives of cheap clothing that often appears to be a deal.

When creating the visual argument, I 'stitched' together a few images I had taken of my friend. I instructed her to have a joyful expression in the images and wear something that was deep in color and had different layers of stitching. I cropped the images down and pieced them back together to resemble what a quickly stitched piece of fabric would look like. Once I had cropped the smaller images into one larger image, I added splatter elements to the photos that were of a deep red and black color. Not only does this provide a contrast from the other colors in the images, but it works to resemble blood and is meant to be a visual nod towards the lives lost at collapsed factories.

After turning in that original image, I received feedback on how to better my work which included adding more words and explanations so the message I was crafting would be clear to a viewer. As my original piece was already rather busy, I decided to scale down the images and add a deep beige border that emulates high fashion ads and magazine covers. In that blank space I was able to add what acts as a headline for my image as well as a quick fact about the fast fashion industry.

I believe that my rhetorical goals have been accomplished as I have created an image that speaks visually to the issue at hand through the 'stitched' images, splatters, contrast, and border. I also feel as if my headline is working along nicely with the visual, however I am still a little unsure when it comes to the added caption. Overall, I think my work is coming together in a successful way to address the issue I set out to argue.