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Visual Argument- Creator’s Statement

For this project, I wanted to create a visual argument against fast fashion and overconsumption of material goods. In 2024, consumerism is at an all-time high, and the amount of textile waste being created due to fast fashion companies has become detrimental to the environment. My visual argument is meant to remind shoppers or consumers that there are serious consequences to their shopping habits, and that they should think twice before spending their money at companies like Shein, Zara, and H&M. In order to create the message I wanted, I contrasted images of hundred-dollar fast fashion hauls with an image of a landfill completely filled with excess clothing. The contrast between these images allows the viewer to understand that overconsumption as shown in the haul images is a direct contributor to the overwhelming amount of clothing being thrown away and filling up landfills. I used the grid tool to create alignment between all of my images and place the four haul photos in the four corners. I wanted the background photo of the landfill to be the largest image that filled up the screen and layered the haul photos in the corners above the landfill to make them stand and act as a point of focus for the viewer. By having the four images evenly placed around the land fill, it brings a sense of unity to the argument because the images are even. The different layers were all very detailed and busy images, so I wanted the photos evenly aligned in order to create some sort of balance and unity. I used the transparency tool to make the landfill image slightly transparent so the thumbnails could stand out more and also bring more balance to the photo. I created this image to act as a thumbnail for an advertisement that could play before a fast fashion haul. My target audience is people who spend a lot of money shopping, specifically at fast fashion companies, and targeting them through YouTube ads felt like the perfect way to reach them. I hope that when people are watching fast fashion hauls such as Shein and Zara orders, an ad with the thumb nail I created will play in order to deter them from shopping there and understand the consequences of shopping at fast fashion stores.