

Visual Argument: Artist Statement

For my Visual Argument, I decided to create a food magazine cover. I wanted this cover to showcase meals that were easy to make, while still being delicious and appealing. I originally had an audience of college students in mind, because with our busy schedules and for some, limited cooking abilities, we are always looking for quick, easy, and yummy meals to make. As I began creating my visual argument, however, I realized that these types of meals and recipes can appeal to anyone, whether it is busy parents, single young adults, people learning how to cook, or people simply needing some meal inspiration. I envisioned this magazine cover being seen in the checkout line of a grocery store, and my goal was to make the cover appealing enough to make the shopper take it off the shelf and purchase it.

In my Visual Argument, I utilized a few different forms of visual rhetoric to make it more appealing to the eye. First, I decided to use repetition in the shape of the food that I featured. I make every recipe shown, as well as the magazine concept, to be in bowls. The repetition of the circular shape and white bowl color makes the cover have good flow and structure. I did, however, choose to make the bowls different sizes and feature different colors, in an effort to add contrast to the cover. I wanted there to be variety within the similarities of the bowl recipes. When it came to choosing the colors for the titles, I pulled a purple color from the first bowl to be the title to add a pop while still being cohesive, and for the “70” I used a red color, as from the bowls, to tie in the letters with the images nicely. I did all of these to my argument intentionally to give the image visual rhythm.

My argument ended up having five image layers and 4 text layers. Using Gimp itself was completely new to be and a bit daunting, but ended up using a few different tools and filters. First, I used the process of adding an alpha channel - free select tool - invert - commandX, to cut

out the specific bowls I wanted to use from their original backgrounds. After I put those on top of my chosen background, I zoomed in and used the eraser tool to clean up the edges and make it look cleaner. I also used the scale to make each bowl the size I wanted. When it comes to the text, I used the color dropper tool to select a color already within the argument. For the title, I also used the drop shadow filter to give the title a bit more depth.

Overall, I found this to be a challenging project, because I was completely new to Gimp and image editing in general. I feel like I learned a lot about how to make an image look compelling and inviting, but I look forward to continuing to improve my skills in Gimp.