Visual Argument

In my visual argument I made a cover to a cooking magazine. This magazine caters to people who need easy and delicious recipe ideas, the concept being that these are one bowl meals. I used repetition in my argument through the shape and sizes of the three circular images. I didn’t want them to be exactly the same size, but similar and the same shape. I also used flow with the way that the words are at the top and the bowls are in a triangular position. I chose images that contained vibrant colors, so that your eye will be drawn to the food. In the same effort, I made the background of the argument a neutral color that is the image of a wooden cutting board. I also used a green font for my title to tie in the green in the first two bowls pictured. I used tools like the eraser to clean up the edges,the free selection tool to trace out my bowls, and the scale tool to make everything fit nicely. I would hope that viewers' eyes would be drawn to my cover, and that people would be convinced to buy the magazine just from the cover.