In my visual argument I wanted to urge my audience to consider the effects of pollution on the environment and seek out sources for conservation efforts. I envisioned my image being placed on a bas stop so I designed it to be at a large scale with an overall simple design since most people wouldn’t spend much time to read text or mull over complex images. I wanted to draw in my audience with the vibrant ocean scene and its contrasting, trash-filled scene. My target audiences were people who don’t care about the long-term impacts of pollution and people who already care about conservation but don’t know about available resources. I used two contrasting images that paralleled each other to create balance in the piece. Each piece of trash mirrors the shape of marine life depicted on the left to convey the idea that, without intervention, pollution will replace nature. I used my own pictures of garbage bags and soda bottles to get the right shapes in order to mimic the animals. I added in layers over the images that copied that background texture with gradients applied to create the illusion of depth. Items that were nearer to the bottom seem closer in proximity than those higher up, which draws the audience’s eye from the bottom to the top of the image. This creates a flow from the bottom of the image with general detritus, to the top where there is a boat. It also draws the audience to the text at the bottom with the information for resources on conservation.