Introduction and Reflection

My visual argument urges people to think sustainably. It is a flier that the general public could encounter anywhere. I chose not to hone in on a specific topic as I wanted to keep the image for the average person. I wanted to create a visually appealing image that people could read quickly but also take the time to look at each element.

The initial plan for the image was to include a different image relating to sustainability in each letter of sustainability. I started by placing images of solar panels in the multiple ‘S’ of the word and images of trees in the ‘T’. Right away this took away from the rest of the image and looked very cluttered and disorganized. I tried to fix this problem by changing the font, spacing out the letters, and even considered changing the word ‘Sustainability’ to another shorter word(s). However, that did not give the same message I wanted audiences to receive, so I decided on using one image for the background of the text that was easier to depict and did not detract from the overall image.

I have some prior experience in creating images so the creative decisions were easier to come by. For example, I chose to place text over the silhouette image and make the coloring opposite of the text beside it to emphasize the viewer’s connection to the idea of sustainability. The goal was for the ‘Your’ to grab the viewer’s attention and create a connection to the message. Moreover, I wanted the viewer to be drawn to the elements of sustainability presented above the silhouette. To do this, I created a subtle radial gradient with the center being a slightly lighter color than the background color. While it is not immediately a viewer’s focus it is meant to draw their view in toward the center of the radial gradient. I used the idea of visual punning with the image of the silhouette being an open head with green energy elements filling it and the text telling the viewer to open their mind to sustainability.

I had very few and minor technical difficulties working on this project. My only gripes throughout this project were some functionality aspects of GIMP. I found it was not as easy to navigate as Adobe’s ecosystem. Otherwise spending some time searching for specific tools and tutorials helped me complete this project.

Sources

“Silhouette of a human head with a brain in the form of gears. Green city with renewable energy sources. Ecology idea. Think green. Business template.”

tikhomirovsergey

https://stock.adobe.com/images/silhouette-of-a-human-head-with-a-brain-in-the-form-of-gears-green-city-with-renewable-energy-sources-ecology-idea-think-green-business-template/458046401

“Trees in the Forest During Daytime”

Caleb Woods

https://unsplash.com/photos/trees-in-the-forest-during-daytime-SDCGn5vn07Q