For my visual argument, I want to convey the benefits of using electric vehicles over gas vehicles. The image on the left illustrates a dark world that is consumed with pollution. The image on the right is much brighter: the grass is green, the sky is blue. I want people to see what our world will look like if we continue to use gas vehicles, and what the world could look like if we switched to electric vehicles. I wanted to make it as appealing to as many people as possible so there is really no obvious political stance in this visual argument; it just shows the truth and reality of our current world.

As for my design choices, I wanted the viewer’s eyes to move from left to write which is why I included text that followed that format. The fonts I chose for my text was very purposeful. On the left, I included “gas vehicles” in a very industrial looking font. On the right, I included “electric vehicles” in a more clean and modern feeling font. The fonts coincide with the air quality, quality of life, and environmental affects that come with using either type of car.