Draft 1

Baseline Criteria

Message: The number on the scale is not what matters, how you feel is what matters. Remove the stigma that your weight defines you and focus more in what is within, rather than your physical characteristics.

Target Audience: This poster could apply to everyone, but the major audience just based on today’s societal expectations is younger females.

Source Materials: Original image of person setting on scale originates from Pixabay and does not require any citation. The background flooring and scale needle are also free to public use without citation and allow modification.

Tools: Scaling was used to adjust the image of the scale, while cropping was used to remove the flooring and original scale numbers. Rotation was used to make it appear as though you are looking down at the scale.