Rhetorically, my project aims to let everyone know that the bigger picture of Movember is a “global effort”, meaning that you don’t have to be a man to help destigmatize mens’ health and society. I like how it portrays the globe, but still draws attention to the Cathedral to let the viewer know it’s still Pitt-related. The document is a 8.5 x 11 inch page, so it is able to be printed out on letter paper, and could be used as a flyer or maybe a social media post.

In terms of composition, I like how the text at the top came out. From a distance, the viewer could read “GROW A MO, SAVE A BRO” which draws them in, and when they read closer, the deeper message reveals itself. I also like how the text comes across the screen as “IT’S A GLOBAL EFFORT”. There is a retro, nostalgic feel, and combined with the textured filter on the world, plus the spacey background and lens flares, is all contributes to the atmosphere of it.