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Visual Argument Reflection

I chose the layout of a flyer to reflect my goal of college students as my target audience. Flyers are seen on college campuses everywhere; making a flyer is the easiest way for a message to reach a large and varied amount of people. In terms of style, I chose to focus on Kawasaki’s principal of repetition. I did this by using multiple photos across the flyer that demonstrate how people of all genders can coexist in the field of Computer Science. The use of the repetition is to show various examples that prove my point and hopefully inspire other genders to enter this male-dominated field. The use of this principal gave my flyer a unified and cohesive look – features that Kawasaki mentions are characteristic of this principal - while keeping the integrity of my point. The flyer also features the question “Isn’t there enough space for everyone?” which is meant to provoke thought in the viewer, thought pertaining to why there currently is not space for everyone, and what they can actively do to change that. The juxtaposition of that question and pictures of people who show there is space for everyone give direct examples of how the field can be inclusive to everyone.