My visual argument project involves the creation of a poster for a music festival. This image is expected to be posted online, via Instagram or Twitter, and on billboards throughout the city in which it is being held. I employed the use of contrast throughout the project by using white text for a majority of the project, contrasting with the bright background. Additionally, to place focus on the inexpensive price, I used a dark numerical background followed by white text directly on top. I also employed the use of balance in my project as I placed my text strategically around the ferris wheel image with no overlap of the two elements. By not including text on the left side of the image, I created a clear break between the ferris wheel image and the text that I want the audience to be paying attention to.

To persuade my audience to attend this music festival, I included a bright, interesting image to draw viewers in to read more information. I also emphasized the safety and inexpensive nature of the festival to entice more young people to come, since high price and lack of safety have been huge factors for people not attending festivals in the past. I also made sure to emphasize the artists playing at the show to get more people interested in coming and learning more about who else will be performing.