**Creator’s Statement (Introduction and Reflection)**

For my visual argument project, I created a poster for a music festival. I took inspiration from posters I’ve seen online to create a poster that encapsulates a similar aesthetic to festivals from the past while also making some design changes to make mine seem more appealing. My target audience is people in their 20s who are interested in music but who might be hesitant to go due to cost or safety concerns. I focus on the inexpensive cost and increased safety measures to persuade more people to choose the festival I’m promoting as opposed to others. I plan to promote my festival using this image through Instagram ads and possibly on posters around the cities closest to the festival to capture the attention of my target audience.

To successfully persuade my audience, I began by making sure my image was the appropriate size to fit on Instagram as that is my main focus for promotion. When choosing my background image, I chose one with a bright background to entice my audience, but not so bright as to make the image too flashy. I also utilized empty space by leaving all my text on the right side of the image and leaving the ferris wheel empty. Additionally, the ferris wheel has a lot of holes in it which allows for more empty space on that side of the image. I did this so my audience’s focus would be drawn immediately to text detailing all the information about the festival. The formatting of my image also utilizes balance through the separation between the image and text. I formatted my text in such a way to wrap around the ferris wheel to create more balance - similar to a 50/50 split but utilizing the natural curvature of the ferris wheel. This was to make sure that even if people are swiping quickly through their feed, they will be enticed to stop because of the bright image. If this doesn’t work, the hope is that they will at least retrieve some information about the event because of their eyes being drawn to the important text on the right.

I also utilized contrast through my use of different font colors. For most of the text, I chose white font to contrast the bright, colorful background. For some of the other text, I chose a light blue color to mesh well with the pink and purple of the background while also standing out from the white. For the price of the ticket, I used a dark purple font shadowed behind the light blue color to place extra emphasis on that portion since that’s my biggest persuasive element to get my audience to come to my festival. My colors were all chosen strategically to mesh well together while also placing focus on key elements of the event so that even a casual viewer will be able to pick up on the most important elements.