John Marsala – Visual Argument Reflection:

My visual argument project shows the detrimental effects of solid waste on global climate change, as waste contributes a vast amount to greenhouse gas emissions through the generation of methane in landfills. In this project, I used over ten layers to create my final design, and used various Photoshop tools such as layer transparencies, color and contrast adjustment settings, auto selection, the eraser, cropping, layer merging and grouping, the spot healing tool, the auto selection tool, and more. As for visual rhetoric, I used asymmetry to have the fire be more prominent than the globe itself, thereby making the viewer focus on the effects of trash on the world more than the image of the world itself. I used scale by filling up the background with trash to symbolize the cause of the more prominent, important effect at the center of the screen, and blurred and desaturated the colors of the background to simplify the image and balance the background with the subject while also keeping the focus on the dumpster and globe. I still wanted the trash in the background to be somewhat noticeable and unappealing (with very dense amounts of visual noise), with the globe and fire at the center being more clean-cut and focused – so that the viewers associate the background with the foreground, are drawn to the subject, and immediately associate the trash in the background with something that is not visually or thematically appealing.