In terms of my design choices, I used green text for the word high to imply that I'm referring to marijuana, and red text for DUI to show that it's bad and not something you want. I also used a photo of a red car so it would pop out, as the human eye is naturally drawn to the color red. I added a blur feature to the car to show that it's moving, and added smoke coming out of the driver side window, which I also applied a blur effect to, to further show I'm referring to weed use while driving (I did open the file in photoshop for some effects like this one because I couldn't find them on gimp.). I left the background black so it was plain and didn't take away from the message I'm trying to get across. I selected a car out of a photo that I found on a free image website and pasted it onto the main document with the black background. I had considered having the car be on a road, but when I tried that I felt the image was too noisy with the text, and it would distract from the message that I'm trying to get across. Leaving the background as a lot of negative space makes sure the viewer is only seeing the important parts of the image. The audience for this argument is young people–high school or college aged. I used the chalkboard font so it was easy on the eyes but still would give an authoritative effect, as people this age are used to seeing teachers write on chalkboards.