In the proposal discussion forum, I originally wrote that I wanted to create a visual argument that addresses the issue of some Americans not wearing masks and not properly socially distancing despite that there is a global pandemic still raging on. However, I immediately decided to scrap this idea. Because with election day quickly approaching, I’ve decided that now would be a perfect time to create a PSA in the form of a visual argument, calling young people (from the age of 18 to 29) to act on their ideals and VOTE (whether if it’s in person or through mail-in ballots) to actually make a difference that they want to see.

In order to achieve this goal, I’ve decided that I will create a political cartoon that conveys the message that no matter how much you yell and protest on the streets, it does not change a thing if you do not act on your ideals and go vote! Because the most direct way to bring about real change is to VOTE for the candidate that aligns with your ideals and beliefs, whether it be to raise the minimum wage, have a universal mask mandate, or end police brutality. On the other hand, the older generation always have a higher turnout of voters compared to its younger counterparts. For instance, according to a census study, in the 2016 presidential election, citizens 65 years and older reported higher turnout (70.8 percent) than 18- to 29-year-olds (46.1 percent). So this proves that the issue that I’m trying to highlight is certainly a viable one.

I’ve chose to create this visual argument in the form of a political cartoon (despite the fact that I’m by no means an artist nor have any exceptional artistic abilities haha), because I mainly wanted to try something new and pick up digital art. But more importantly, political cartoons are an excellent visual medium that can incorporate some sense of humor as a way to discuss and persuade on social and political issues that are often sensitive and controversial. To create this visual argument, I mainly used my iPad and this app called Procreate to draw the political cartoon, while incorporating layers (as shown in the assets folder on GitHub) and additional images/clip arts. I also utilized GIMP as an additional tool such as rescaling some images and adding the text at the bottom of the visual argument that directly ties into my argument – calling young people to act on their ideals and vote!

When you first take a look at this political cartoon, it may be kind of overwhelming because there seems to be a lot of things going on with the different speech and thought bubbles from three different people – between the two younger kids and the older man. However, this visual argument basically narrates a scenario on election day where the older man (Thomas: age 78 and also a conservative Trump supporter) is going to the polling place with his ballot and holding up a thumbs up (while smirking) when he sees the younger folks (who are more liberal as implied by the speech bubbles and posters) not going to vote. You can immediately see how contradictory this is. I purposely incorporated the element of irony to show even though the younger generation, as represented by Hannah (Age 19) and Justin (Age 23), are out there on the streets yelling and protesting with their megaphones and posters in hand, this is all performative activism because they are not directly acting on their ideals and participating in voting. You can also see the old man wondering “if you young folks truly CARED as much as you say you do, why don’t you VOTE? But I’m not complainin’” If these younger kids truly wanted to bring about real change, they would’ve also gone to the polling place to place in the ballot for the presidential candidate (implied to be Joe Biden from the democratic party) whose values and plans most likely aligns with theirs. I also included the sign Your Voice Your Vote to show in order to have your voice heard, you must act and vote.

I’ve purposely utilized the colors of red, blue, and white as the main theme to demonstrate that this political cartoon takes place in America and it’s concerned with the upcoming 2020 United States presidential election. The more liberal younger folks (Hannah and Justin) have the their names and age written in a color of blue to show that they are in support of the democratic party (although they’re not voting…). The more conservative older man (Thomas) has his name and age displayed in the color of red to show he is in support of the republican presential candidate, Donald Trump. This is to juxtapose the two main sides of the political spectrum in the current social climate of the United States, and to show how their values and beliefs differ.

Additionally, for the overall design and aesthetic of this visual argument, I incorporated several design concepts to help me make clear of my intended message. For instance, I’ve purposely scaled the text at the bottom to be really large to place more emphasis on my intended message. The red color of the text is to instill a sense of urgency and alertness to demonstrate how important it is. I also changed the color on the word “VOTE” to blue to make it pop out more with this contrast Because the core message that I want my audience to see is to well… go out and VOTE! I’ve also used a clean and simple white background to minimize background noise to as little as possible because there are a lot of things going on in the visual argument.

Overall, I’m really pleased with the end product and the process of creating this political cartoon was very fun and enjoyable. Through this visual argument, I hope to motivate and inspire people around my age to go out and VOTE!

By the way, Election Day (November 3rd, 2020) is this UPCOMING TUESDAY, GO VOTE!!!!!!!! 😊

Source to the mentioned stat: (<https://www.census.gov/newsroom/blogs/random-samplings/2017/05/voting_in_america.html>)