Photo source: istockphoto.com
Statistic source: National Library of Medicine
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3465035/

Reflection and creator statement

Since my visual argument was a serious statistic, I utilized many concepts from the Kawasaki reading. I used the concept of "signal to noise ratio" and if you want the viewer's eye to be drawn to a specific spot in the picture, you utilize a lot of, or I guess a lot less, of background noise or distraction. Tying into this idea, I used white space to draw the viewer's eye to the short but sufficient text "33% of cheerleaders suffer from an eating disorder". I used the least amount of text possible while still sufficiently expressing the main idea of the visual argument because it is meant for people to see quickly or in passing. It is meant to be blunt If there is anything longer than a sentence, there is a much lower chance that anyone will read or pay attention to the message. I also utilized the example that, if there is a human face in the picture, facing them to the intended spot to be looked at, majorly increased the number of people who looked at the target spot. A cheerleader is looking sad (lol) in the picture and I have her facing the text. Not only was there research to prove that, but they showed side-by-side examples of visuals with and without the person in the picture facing the text and the ones in where they were not facing the text looked off. I'm not sure if that's because subconsciously I'm also more inclined to like when a face is looking at the target area.