**Introduction:**

For my visual argument, I created a poster supporting the fight against carbon emissions. I targeted an audience of people who perhaps didn’t know about the severity of the issue or didn’t know about it at all. The message I wanted to convey was to encourage people to become more green and be more conscious of the ways that they contribute to pollution, but also that they can make a difference by making more ‘environmentally friendly’ decisions.

**Reflection:**

I’m happy with how this project turned out for now. I definitely want to revisit it down the road for the final portfolio, but I think it does a good job of delivering the message that I wanted to get across. For this poster, I used a combination of design practices to hopefully help boost the efficacy of the message. I used color to highlight/isolate the different texts and images to supply them with more meaning than just what the text says. I did this by making the positive elements of the poster varying shades of green to convey that these are the parts of the poster that promote the message of going green and combating carbon emissions. The green hands are seemingly holding up the globe that is purposely grayed and negative looking, attempting to save the planet in a sense. I coupled this with the green text at the bottom, literally stating my message in big letters to draw focus to them. I scaled the text at the bottom to show that it is the main focus and message of my poster. On the contrary I made the text at the top black to enhance the negative impact of carbon emissions. For spacing, I tried to make sure everything was as spread out as possible. The text at the bottom overlaps the images in the middle a little but that was done intentionally to boost the emphasis on the text. The amount of white space I kept really keeps a focus on the main components of the poster and leaves no distractions. I accomplished all of this in photoshop by using multiple text and image layers, then added effects like stretching text, adding stroke outlines on the text, removing backgrounds from images to have a see through effect or to isolate the parts of the images that I wanted to use, then using the paint bucket to fill those images with different colors.

I’m not sure if my audience would be resistant to my message as it is a cause that benefits everyone as a human race, but perhaps it would have flaws in the aspect of compulsion. People might not want to make the effort to be more environmentally conscious about the emissions.

Some technical problems I ran into while making this poster were finding images that would work for what I wanted to make. I had a vision but still wasn’t exactly sure what I wanted it to look like so I just took to google images to find inspiration or something that caught my eye. Once I started finding the images I liked, they still had backgrounds on them that I didn’t want in my project. I still wanted those images however, so I decided to open them up in a separate photoshop project and cut out the elements from the images that I needed to use. I removed the background and unnecessary elements from the image of the hands and the image of the globe. After this, I had very useful images that are very big parts of my final product. I also wanted to put a big emphasis on the ‘do your part’ element of the poster, so I decided to look up how to stretch text online and learned how to do it from a short video. I think this added a lot of value to my poster, as the text is the focal point and after teaching myself how to stretch it, became even more effective at being the focus.

**Sources:**

Globe Image - <https://www.cleanpng.com/png-globe-earth-clip-art-vector-map-of-the-world-1674457/>

Contributor: vhalli

Hand Image - <https://stock.adobe.com/search?k=reaching+hand+silhouette>