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ENGCMP0610

Visual Argument

Creator’s Statement: Intro and Reflection

**Don’t Get Busted: Look Both Ways**

For my visual argument, I want to draw attention to pedestrians looking both ways before crossing the street. Especially in Oakland, people often cross the street without looking, resulting in frequent incidents of pedestrians being hit by vehicles. Buses, especially, have hit many pedestrians in Pittsburgh. While it is the responsibility of the driver to stop for pedestrians, it’s also important for pedestrians to be aware of the danger of vehicles.

I decided to focus on the concept of visual dominance to make an impact with this project. I wanted the bus to be the most eye-catching feature, to really drive home the danger of stepping in front of a bus. To create the bus, I took a transparent image from online and filled it in with the colors of a Pittsburgh city bus as an ode to PRT buses. I used the bucket fill tool and found the correct colors. For each image I collaged together, I used the scale image tool to get them to the size and spacing I wanted. I tried to create a sense of balance in the project through scaling the images, especially in the figure in front of the bus. I looked at images of people next to buses to try and make the figure be the accurate size of a human directly in front of a bus. I made the text and images have central symmetry. However, for the background I wanted the opposite effect. I decided to enlarge the crosswalk to create an asymmetrical appearance, as if the entire piece is in one giant crosswalk. This was my favorite idea to create the sense of the setting being in a crosswalk, with the least amount of unnecessary noise.