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For my visual argument I wanted to focus on the emotional toll of opiate addiction in relation to the opiate addiction that is prevalent in many parts of the country. I decided to for a kind of tryptic format because of its simplicity and opportunity to incorporate more design principles in order to better support my message. Another design principle I wanted to incorporate was contrast. I at first focused on the contrast of the x-ray pictures included in the image as the contrast of the white on black draws your attention to the bodily harm some addicts inflict on themselves in order to receive their drug of choice. I also used white text on a dark background in order for the text to be easily visible to the viewer. I also think the picture of the pills and orange pill bottles provides some much-needed color to the image, still simple but draws attention to the issue itself which is opiates. For the font, I'm not sure what led me to pick exactly the one I did, but I felt it matched the tone of the image and message. I think my intended audience for this is recreational drug users, or people who have been prescribed an opiate for injury or chronic pain. Many people concerning opiates don’t realize exactly how addictive these substances can be, they are more concerned with the pain relief or euphoria of the drug. I simply want to keep people who are considering using opiates recreationally, or those who have been prescribed opiates thinking about the addictive potential of the drug and to be responsible and careful with their use.