Intro and Reflection

My visual argument project is demonstrating the harm of plastic and wastes on animals of different environments. I chose this theme because when people think of plastic, it is usually about the turtles, hence the plastic straw and bags bans in many places. However, I think it is important to look at the effect these wastes, plastics, and trash dumps have on other animals. For example, the arctic ocean is swimming in debris from fishing nets to plastics washed and dumped in the ocean. National Parks are also dealing with these issues as well.

I used many different elements throughout my visual argument. First of all, each image and animal is all separate layers. While I could have used an image in the arctic with a polar bear, I chose the image of the arctic and then found a transparent png of a polar bear to edit in myself. First, I merged down each separate layer of the background environments. Once they all fit together, it would be easier to work with one background layer rather than 3. I learned to use the scale layer tool to make everything fit together and look more natural. The text tool was also something I had to learn to work with. I wanted the text to stand out from the background so I used 2 layers of text on top of one another. The crop tool and rotate tool were also used to fit images and have them adjusted just the way I needed, specifically with the animal layers.

From a rhetoric standpoint, I think my visual argument applies to pathos, drawing influence from people’s emotions. Seeing different animals surrounded by garbage should give people feelings of sadness and wanting to help. Another element I used is the picture superiority effect described by Reynolds. This visual element involves using pictures to express a message rather than words. While I included words on my visual project, I think the pictures are able to show the point regardless. The words on my project add a whole different element and should get people to realize the harm of trash in all environments, not just the sea turtles.