‘Twas a whirlwind. Like with my soundscape, I completely started my project over more than a week into the unit. This time was because I didn’t feel like my current project had anywhere to go creatively. By the time I started over, I had this: A screenshot of a cell phone

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While I liked the message, I didn’t think the images themselves were necessarily making an argument.

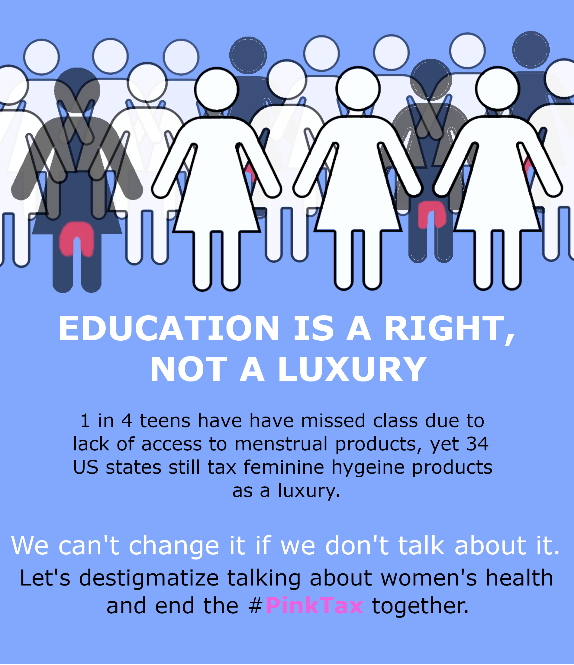
I decided to focus on one of the many facts I brought up in my original visual argument: the tampon tax. I knew I wanted to show an image of a woman with a blood stain to show the necessity of the products. The fact that 1 in 4 teens had missed class due to this issue also really struck me because education is a basic right – not a luxury. I decided to also highlight this fact and my original mock-up looked like this:

![A close up of a sign

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDcRXhpZgAATU0AKgAAAAgABAE7AAIAAAAGAAAISodpAAQAAAABAAAIUJydAAEAAAAMAAAQyOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAHN5ZG5lAAAFkAMAAgAAABQAABCekAQAAgAAABQAABCykpEAAgAAAAMzNQAAkpIAAgAAAAMzNQAA6hwABwAACAwAAAiSAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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I liked it but knew more could be done. I added more people and faded the blacked-out ones to highlight the fact that they were missing from class due to their periods. By the time peer-review rolled around, this was my project:

A person wearing a suit and tie

Description automatically generated

Some of the feedback I utilized was from Jake. Mainly, I put the different layers into folders and tried out a bunch of different fonts.

A screenshot of a cell phone

Description automatically generatedWhile considering all of my feedback and thinking more about the argument I was making, I came up with my final project:

Ain’t she perty?

Baseline Criteria

* Use arrangement, size, color, visual rhythm, and/or contrast to focus viewers' attention.
  + I use the sharp red color to emphasize the blood stains and the words “Tampon Tax.” I did this because these two things highlight the problem’s cause and effect.
  + The figures representing the 1 in 4 teens missing class are blacked-out and have lower opacities. This represents the fact that they are not able to be present while the blood stain represents why.
  + The largest text in my visual argument states “Education is a right, not a luxury.” I chose to make this a popping white color and in large font because it is the main argument of my piece. How can we tax feminine hygiene products as a luxury when they are needed for girls to be able to get an education – which is a right, not a luxury.
  + The second most prevalent text is made so because a large part of the reason this problem is allowed to keep on is because the issue of menstruation is so highly tabooed in our, and many, cultures.
  + The black text is bolded/not bolded by differentiation in regards to main facts/supporting facts.
* Have a clear message or intervention
  + My message is clear: Period products necessary and by no means a luxury. Therefore, they should not be taxed as one.
* If including at least one word, use a carefully chosen font, as explained in reflection.
  + While I listed the reasons for the prevalence of my words, I haven’t yet explained the font choices. For the white text, I wanted something bold and easy to read. Originally I left it as Sans-Serif, the default font in GIMP. However, I decided I wanted a less serious font to go with the cartoon images and pink background. I chose “The Bold Font” by Sven Pels.\*
  + The black text is called “Champagne and Limousines” by Lauren Thompson.\* I liked it because while it wasn’t standard, it was still highly legible.
  + The words “Tampon Tax” are written in a font of their own, “Bigfat Script” by Hendra Patama.\* I chose to make them their own to make this specific phrase stand out. Awareness is a huge part of the battle. Also, like I mentioned earlier, these words and the blood stains are the only red things in the project. While the blood stain represents the effect, the phrase “Tampon Tax” represents the cause, which is another reason I wanted to highlight and differentiate this phrase.
  + Overall, I chose “girly” fonts, because the tampon tax is mainly regarded as a female issue. Not only can people of all gender identification be affected by this issue, but any sector of the population’s health, is human health.

\*Sources included in assets.md in repository

* Use a purposeful color palette
  + Similarly to why I chose “girly” fonts, I also chose pink, a stereotypical girls’ color, for the background. This is not only to highlight the fact that this is regarded as a female problem, but also because the tampon tax is part of a larger problem, the pink tax. The pink tax is the higher prices that are applied to “female” products over “male” products. This “tax” affects everything from toys to deodorant.
* Use at least 3 layers
  + I used a billion layers! (In reality it was 23, but still!)
* Use at least 1 GIMP tool beyond select, move, and text (e.g. dodge, burn, clone tool, stamp tool)
  + I used the paint brush tool to make the blood stains (plus the eraser when I messed up… which was a lot).
  + I also changed the opacity of several layers.

Aspirational Inspirations

* Collaborate with the machine by using GIMP automated tools/filters/effects (gradients, blur, etc)
* Incorporate surprising juxtaposition (as appropriate)
  + I mean I would assume a bright red blood stain on a bathroom-sign cartoon woman is surprising…
  + The difference in the plain white cartoon figures vs the blacked-out ones with lower opacities
  + The sharp contrast of red, used sparingly, versus the other colors in the project
  + The multiple fonts
  + Bolded / not bolded font
* Use overlapping pictures/sizing to showcase depth and distance, create 3D space
  + The cartoon figures of women are layered so it appears as a group of them are standing in rows, one behind the other
* Use folders to group layers
  + The rows of woman are placed in folders to make editing easier and clean up the work space.
* Practice using additional GIMP tools/filters that are new to you
  + It’s all Greek to me! And by Greek, I mean new. I had never even heard of this software, and honestly, I kind of hated it at first. I seems like I every time I tapped my mouse, I blew up my entire project. By the end however, I felt very confident in the basic tools, as well as a few advanced ones, available through GIMP.
* Create your own visual assets (photography, drawing, etc)
  + I am not sure if this counts, but I used the paint brush tool to draw the blood stains. At first I was worried the manually drawn blood stains would look messy, but I remembered that it’s a blood stain! It is messy!
* Demonstrate that viewers understand your intention
  + I texted a screenshot of my project to a group message with some of my friends and here is their response:
  + A screenshot of a cell phone

    Description automatically generated
* Use git/GitHub with meaningful commit messages, if that’s still new/challenging
  + During this project I finally got the hang of getting things from my files, to GitHub desktop, to GitHub online. Looking at it now it really isn’t the complicated, but I swear my brain would shut down anytime the word “GitHub” was near it. But not anymore! I feel much more comfortable with this procedure although there is many possibilities with GitHub that I have yet to conquer.