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ENG 1121

14 May 2024

Make College Affordable

For my Unit 3 Project, I created a protest poster to support the cause of affordable college tuition. My goal was to urge action and raise awareness, specifically targeting RISE, an organization already fighting for this cause. I chose a poster because it's a direct and impactful way to communicate a message, especially for social media sharing and protest gatherings.

The main message, "PUT THE \$\$\$ WHERE OUR MINDS ARE," aims to highlight the issue of government underfunding and corporate greed driving up tuition costs. The inflated prices of tuition hold many students back from being able to pursue a degree. If the government increased higher education funding, colleges wouldn't be able to inflate their prices like they have been for the past 20 years. An investment in education is valuable for students and their future. This is further emphasized by the quote at the bottom of the poster, "HIGHER EDUCATION does not equal CORPORATE GREED". This secondary quote serves to contextualize the main message and emphasize the systemic issues driving the need for affordable college tuition.

The simplicity of the poster's design, comprised of bold fonts and three primary colors (black, red, and green), was intentional. I aimed for a design that could be easily replicated by protestors, ensuring widespread visibility for the cause. The poster's central message, "Put the \$ where our minds are," is visually reinforced by a side profile where the money sign (\$) is in the location of the brain, a literal representation of investing in education.

One of the notable successes of the composition is its simplicity and clarity. The bold fonts and minimalistic design make the poster visually striking and easily replicable, which aligns with my intention of creating a design that could be readily adopted by protestors. However, upon reflection, I acknowledge some limitations in the composition. While the poster effectively communicates the message of advocating for affordable tuition, it could benefit from providing more concrete examples or statistics to support the argument. Incorporating data on rising tuition costs or the impact of student debt could enhance the poster's persuasiveness and lend credibility to the cause. Additionally, while the minimalist design serves the purpose of easy replication and widespread visibility, it may lack the intricacy or depth that could engage viewers on a deeper level.

Moving forward, I would strive to strike a balance between simplicity and depth in my compositions, ensuring that while the design remains accessible and replicable, it also effectively communicates the complexity and urgency of the issue at hand.

