

#GirlPowered - Building
More Than Just Robots



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Team Location: Auburn, Alabama

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VEX U - Poster Design Online Challenge: Poster Design Process

Thank you for taking the time to view our submission for the VEX U Poster Design Online Challenge. We hope that it is as inspiring to you as it is to us when it comes to creating strong interest in the VEX Robotics Competition.

With this entry, we wanted to create a recruitment poster that emphasizes how the VEX Robotics competition offers more to students, mentors, and supporters than a robotics competition alone. In doing this, we came up with a simple slogan: “building more than just robots.” We felt the entire VEX competition encapsulated this theme, as students who participate don’t simply learn robotics fundamentals, but also learn important concepts such as communication, collaboration, time management, and other extremely important soft skills. However, there was one facet of the VEX Robotics competition that truly embodied this slogan: the community VEX offers. Even more specifically, we felt that the #GirlPowered initiative was the perfect example of this welcoming community that VEX provides.

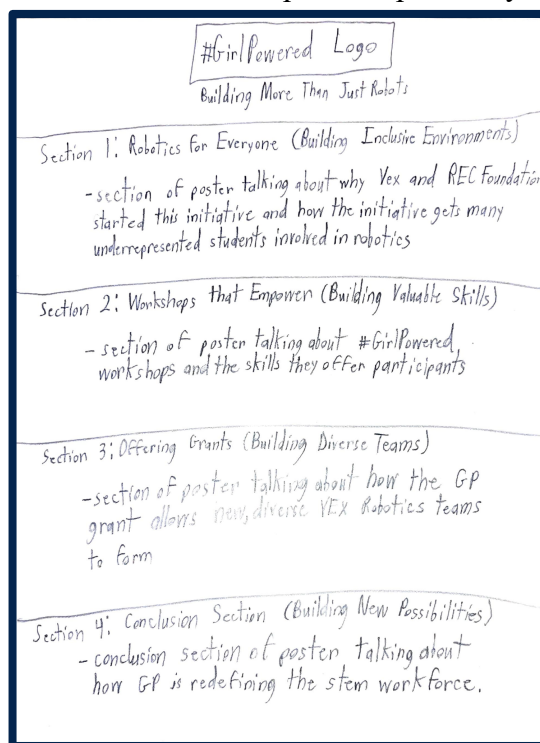
Thus, it only made sense to make the theme of the poster based on the #GirlPowered Initiative and explain why the program is an extremely compelling reason to get involved with VEX programs, as the initiative enables comfortable environments where all students' confidence and abilities can flourish. Essentially, we felt that “building more than just robots” was an awesome alternative slogan for the #GirlPowered initiative, so we created our poster with that in mind.

As far as a poster description goes, the theme of this poster is the previously mentioned slogan. The poster then focuses on four main concepts that the #GirlPowered initiative promotes: inclusion, skill-building, diversity, and opportunity. Each section has a detailed description of how VEX Robotics, the REC Foundation, and the #GirlPowered initiative make tangible steps to make the goals of the initiative a reality. Lastly, the poster uses many visual assets to make the poster visually appealing to viewers.

In doing this, we felt that we checked all the boxes for a compelling VEX Robotics poster. This poster would inspire students, mentors, and supporters to get involved with VEX Robotics through the #GirlPowered initiative. This poster visually represents the #GirlPowered Initiative, which is one of the most important facets of VEX Robotics. Lastly, this poster sends a clear, creative message for all individuals who view it. In the end, we are excited to see how this poster creates a positive impact by getting more people involved with robotics.

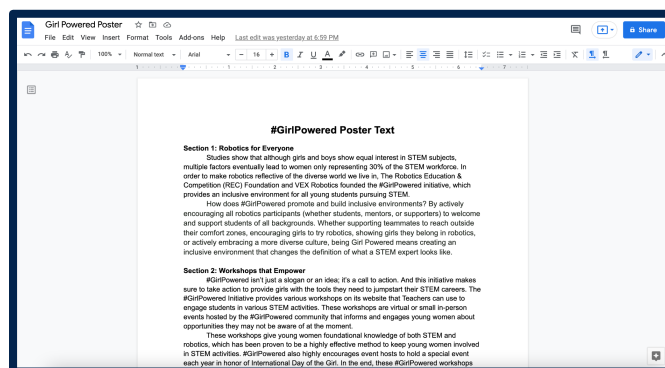


Now for more technical details. The first thing we did when creating this poster was use the #GirPowered branding, which includes logos and assets. We thought this would be a great starting point since the #GirlPowered assets provided on the initiative's website were a great source of high-quality, free-to-use artwork. In doing this, we made sure to follow all rules provided in the #GirlPowered [Style Guide](#). The next step was planning out a poster outline. To do this, one of our team members drew a sketch of a possible poster layout, as shown below:

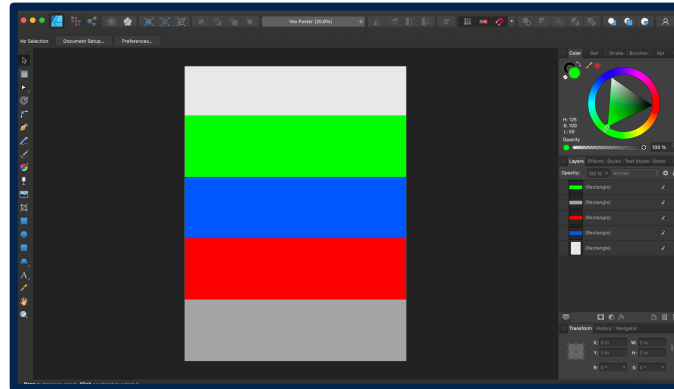


In this poster outline, we included ideas for how we wanted to divide our poster into sections along with what each section of the poster should talk about. We ended up deciding on four main section themes: inclusive environments, skill-building, diversity, and opportunity.

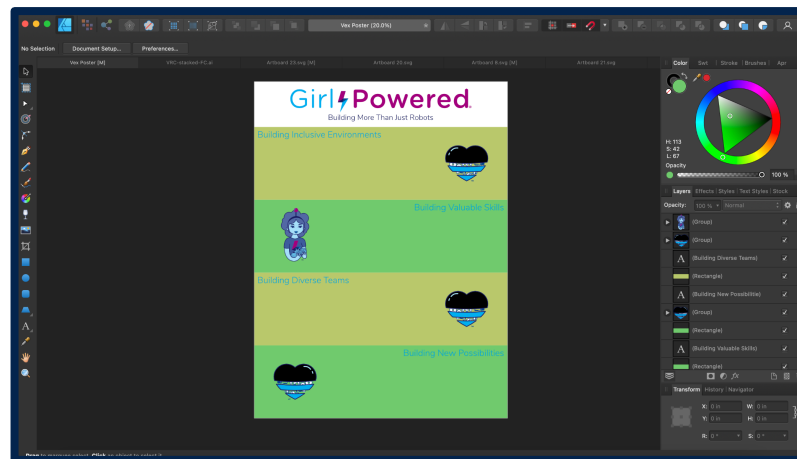
Next, we typed up the text that would be used on the poster up in a Google Doc. We felt that typing this text first and then pasting it into the poster design file would be the easiest, most efficient method to place text on our poster. An example of this document is shown below:



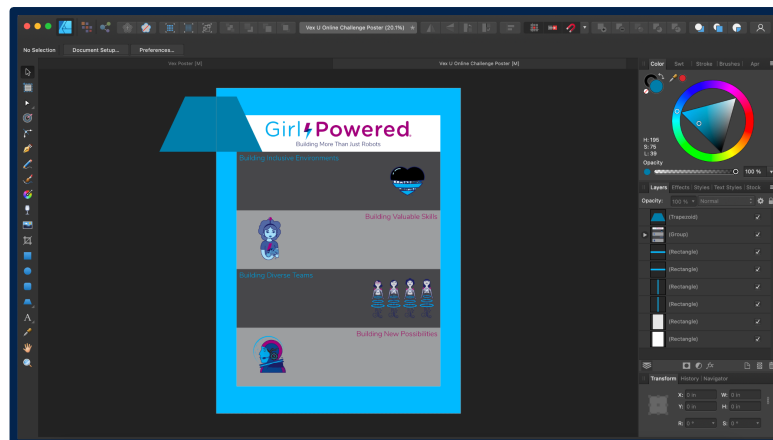
Next, we put our plan into action by digitally designing the poster. To do this, we used the Affinity Designer desktop application. Affinity Designer is a vector graphics editor developed by Serif for macOS, iPadOS, and Microsoft Windows. First, we created an 18” x 24” document and set its resolution to 300 dpi. Next, we used vector shapes to section off the document similar to the outline sketch we created, as shown below:



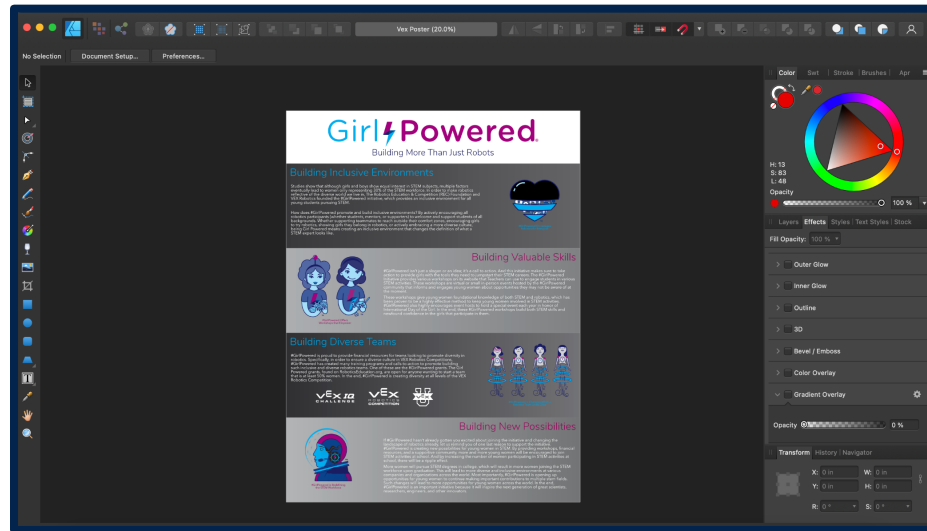
After this, we added some of the #GirlPowered assets to the poster, using a non-final color choice to test how certain format choices appeared:



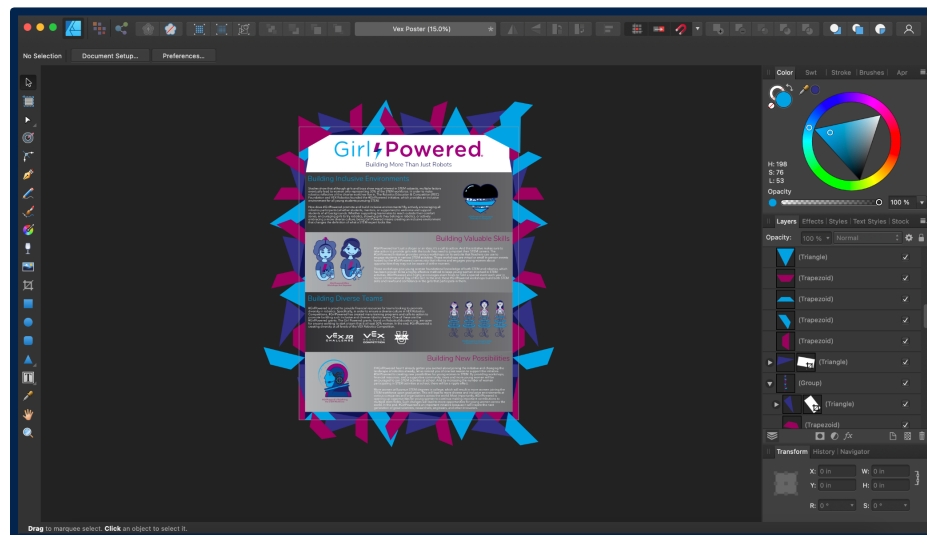
Next, we chose a color palette for the background of each section on the poster and then created an area for a border on the poster:



After finalizing a color palette, we then pasted text and added images into the document so that we could convey the overall message of the poster:



Lastly, to bring everything in the poster together, we used geometric shapes to create a unique border pattern for the poster. This gives the poster an aesthetic “pop” that is visually appealing to viewers:



In conclusion, we hope you enjoyed learning more about the poster itself, as well as its design process. We hope this poster inspires everyone who views it to get involved with VEX Robotics!