

DiscoBotZ's Motion for Innovation

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DiscoBotZ, Redmond WA

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Design Process:

To create this poster, we first started with our goals and the message we want to convey with this poster. The message we wanted to convey is that VEX is a pathway students can take in order to learn about educational robotics; we also wanted to show that regardless of your gender, you can participate in the challenge. Our goals for this poster were to use a combination of pictures and text to visually portray the message clearly and show off what VEX is about. To do this, we used pictures of the VEX logo, REC foundation logo, and the Girl Powered logo to show different aspects of VEX. We also inserted a picture of one of our previous robots (from 2020-2021) to show what someone can accomplish through VEX. We took a picture of the robot, cut out the background (using Adobe), and positioned it in the corner of the poster to catch the eye of the reader, without drastically drawing away from the text. We also used a picture of a girl from a website called pixnio.com; a website that provides free-to-use pictures. We removed the background from this picture using Illustrator and positioned it above the robot; the girl is facing the text so that when the reader looks at the poster, they'll see the girl but will also shift their eyes to what she's looking at. The tilt of the words and the box around the text was chosen in order to lead the eyes of the viewer from the pictures to the text. The color scheme of the poster (shades of red and white) was chosen because of the red in the VEX logo. The text we chose to put on the poster is a small paragraph about VEX robotics and small phrases to show what VEX is about. Some of the phrases include STEM skills, Teamwork, Leadership, Competition, Engineering, and Diversity. We chose these words because we strongly feel like they represent VEX perfectly. At the bottom of the page, we also included a small section about the website students can go to in order to sign up their team. When students look at this poster, we hope that they get inspired to join VEX robotics and are as passionate about it as we are.